

THE Publishers' Weekly

The American BOOK TRADE JOURNAL

Published by R. R. Bowker Co. at 62 West 45th Street, New York

R. R. Bowker, President and Treasurer; J. A. Holden, Secretary

Entered as second-class matter June 18, 1879, at the post office at New York, N. Y., under the Act of March 3, 1879. Subscription price, Zones 1-5, \$6.00; Zones 6-8, \$6.50; Foreign, \$7.00.

English Agent: D. H. Bond, 407 Bank Chambers, Chancery Lane, W. C., London.

VOL. CI.

MAY 20, 1922

No. 20

5 Big Summer Novels

DORAN BOOKS

THE MOON OUT OF REACH

Margaret Pedler. A strong love story of universal appeal. By the author of "The House of Dreams-Come-True," "The Hermit of Far End," etc. \$1.90

THE EYES OF LOVE

Corra Harris. A novel concerning the wiles of women, as humorous and keen a study of human nature as "A Circuit Rider's Wife." \$1.75

WHAT TIMMY DID

Mrs. Belloc Lowndes. A shivery, tingling story of the unknown guaranteed to make the bravest look behind them. By the author of "Good Old Anna." \$1.75

THE FIRST PERSON SINGULAR

William Rose Benét. Subtle psychology and romance in a keep-them-guessing mystery. \$2.00

HOAX

Anonymous

The changing loves of a young man told with a bland frankness, a subtle humor. Will rouse discussion that may make anonymity impossible. \$2.00

DORAN BOOKS



READY MAY 25th

C. P. L.

MAY 27 1922

F. B.

Books By The Poet That All America Reads Sell Every Day In The Year

Making The House A Home

A Masterpiece in Prose

By Edgar A. Guest

¶A wonderful story—one of the best things Edgar Guest ever wrote. It shows that "the poet of the plain people" is just as much at home writing prose as he is writing verse.

¶It brings to every father and mother the understanding that all the joys, all the sorrows and all the struggles in life are but character builders leading towards the goal we are all striving to reach, and that it is only "A Heap o' Livin' in a House that makes it Home."

¶The biggest selling little book published in 1922.
Cloth. Portrait frontispiece. 75c net



The Guest Books of Verse

A Heap o' Livin'

Glad songs of happy, human hearts and homely, friendly, funny rhymes of every-day people.

Just Folks

Verses of your folks and my folks and those across the way—the people we know and love, and who love us.

The Path to Home

Brimful of the author's genial, homely philosophy—the philosophy of making life better, sweeter, richer in human sympathy and fellowship.

¶Uniform cloth bindings, library size, \$1.25 net per vol.

¶Thin paper edition, pocket size, \$1.25 net per vol.

¶Red Morocco edition, size 6¾ x 4½ in., thin paper, boxed \$2.00 net per vol.

Poems of Patriotism

("Over Here")

In this collection of poems, Mr. Guest strikes his highest note. Here is verse that breathes the patriotic spirit of the American people—the spirit that won the World War for Freedom.

When Day Is Done

Poems of daily life—of our common joys and common sorrows; poems of high ideals—of duty and friendship and honor; poems that touch the heart, mingled with verse that often forces a chuckle or a laugh.

¶Gift edition. Illuminated Tooled Fabricoid, slip cases, \$2.50 net per vol.

¶Sets—of four volumes and five volumes—specially boxed in Morocco, Pocket Cloth and in Tooled Fabricoid.

An Illustrated Guest Book

All That Matters. By Edgar A. Guest (Aug. 1)..... Net \$2.50

Something entirely new in Edgar Guest Books of Verse. A beautiful book, Crown 8 vo., with a delightful symbolic jacket picture by Leyendecker, printed in four colors. There are twenty full page illustrations, by a group of famous artists. The poems are new—Mr. Guest's most notable work of recent years.

The Great Novel of Pioneer America



THE COVERED WAGON

By Emerson Hough

Author of "The Story of the Cowboy," "The Magnificent Adventure," etc.

For all who thrill to the adventures of the Pioneer. A novel of the first water clear and clean. Big national advertising campaign. Posters, post cards, etc. yours for the asking. A sure fire success for spring and summer. \$2.00

New York D. APPLETON & COMPANY London

DM

RADIO FOR AMATEURS

By A. Hyatt Verrill

The whole subject of the radiophone — its principles, its construction, its operation — is made as simple as A. B. C. in Mr. Verrill's up-to-the-minute book. This is the complete book — not a fragment. Every detail is described and every step illustrated. This is the one book every radio fan will want to own. \$2.00

THE NEW ACCOUNTING

By Ralph Borsodi

An amazingly simple method of accounting that eliminates entirely all books of original entry, provides a financial statement instantly, always balances, and enables the executive to control his own records. This system will take all the difficulty out of *your* book-keeping — save your time, protect you against mistakes, and give you all the information you need. Fully illustrated with forms, showing exactly how every situation is handled. \$5.00

Still Going Strong

BIG PETER THE MOON ROCK

By Archibald Marshall

"A really lovable book," says the New York Times. The unexpected adventures of Big Peter when he leaves Australia and hits gold mines for England to search for the girl in the picture and establish his claim to his estate, make a famous story. This is romance of the highest literary quality, and Big Peter is a hero every reader will be glad to meet. \$2.00

By Arthur J. Rees

One of the most ingenious stories of this master writer of mystery yarns. "The story rushes forward with the swiftness of Stevenson and the uncanny qualities of Poe.

One must look to the pages of someone like Thomas Hardy, however, for a parallel to the human interest which renders MOON ROCK, among stories of its kind, almost unique."—Philadelphia Ledger. \$2.00



DODD, MEAD & COMPANY, Publishers since 1839 New York

Publication Date—August 1st.

When you think
of quick profits—
he's your best bet
this year.

CURWOOD!

He's no "one-book
author"—each new
story outsells its
predecessor.



His longest and best (—and best advertised—) novel. Coming August 1st.

THE COUNTRY BEYOND

You Can't Go Wrong on A Cosmopolitan Book

SELLING BOOKS IN CHICAGO

is a problem that has resolved itself into a few simple elementals, that astute publishers have learned and apply.

The first factor in book selling in this amazingly concentrated and prosperous market, is to make the book known to the Chicago book consumers through their accustomed medium of literary information—"The Book Page" of The Chicago Daily News.

It is a fact important for authors, publishers and readers to bear in mind, that the Wednesday Book Page of The Daily News practically revolutionized the business of literary criticism as theretofore conducted by American newspapers.

Readers were quick to appreciate this new and lively force in literary affairs—and the publishers have not been slow to follow the readers, as the following comparative table of book advertising for the first quarter of 1922 will show, figures which but repeat the record of preceding years.

LINEAGE OF BOOK ADVERTISING IN CHICAGO NEWSPAPERS FOR THE QUARTER JANUARY 1 TO MARCH 31, 1922.

	AGATE LINES
The Chicago Daily News	34,222
The Daily Tribune	7,443
The Sunday Tribune	7,808
The Daily Herald-Examiner	363
The Sunday Herald-Examiner	3,984
The Post	23,323
The Journal	260
The American	0

The Chicago Daily News

First in Chicago

WATCH YOUR STOCK!

These Books Will Sell Through The Summer

SAINT TERESA

By Henry Sydnor Harrison

"The popularity of 'If Winter Comes' must recede as the wave of spring books comes rolling in with 'Saint Teresa' on its crest. . . . 'Saint Teresa' is much finer and bigger than any other novel Harrison has written."—*Detroit Free Press*.

"Certainly the most powerful novel of the present season."—*America*. \$2.00

"Q"

Katharine Newlin
Burt

"A love story, intensely human, fascinating, refreshing and worth while."—*St. Louis Times*. The romance of a Westerner who came East by the author of "The Branding Iron." \$2.00.

THE YELLOW STREAK

Valentine Williams

"Love. . . .daring and intrigue abound. . . . It is an intensely readable book devourable at one sitting."—*St. Louis Times*. By the author of "The Man With the Club-Foot." \$2.00.



E. H. HARRIMAN

By George Kennan

"The inside story of the great Northwestern Pacific panic of May 9, 1901 is authoritatively told for the first time. . . . A thrillingly interesting history of the great business struggles of the thirty years between 1880 and 1910 in which Mr. Harriman played so vital a part."—*New York Sun*. Illus. 2 vols. \$7.50

MAN-SIZE

William MacLeod
Raine

A romance of the Northwest Mounted Police and of a man-hunt through the frozen wilderness that will stir the blood of every reader. By the author of "Tangled Trails," etc. \$1.75.

SHE BLOWS!

William John
Jopkins

"A bully book for rugged readers. The perfect complement of 'Moby Dick.'"—*Worcester Gazette*. "Deserves a place among the maritime classics of our literature."—*New York Tribune*. Illus. \$2.50.

ADRIENNE TONER

Anne Douglas Sedgwick

"Incomparably conceived and incomparably developed. It shows the highest form of fictional art."—*New York Globe*. "An extraordinary book. . . . The breath of life emanates from the pages, and it is intoxication to breathe it."—*Hildegard Hawthorne* in the *New York Herald*. \$2.00.

BENNETT MALIN

Elsie Singmaster

Three generations of Malins bound by inheritance and the same ambition, sometimes bowed by failure, sometimes grasping at success, are woven together into one of the strangest and strongest of contemporary novels. By the author of "Basin Everman," "Ellen Levis," etc. \$2.00.

HOUGHTON MIFFLIN COMPAN



Books Are the Ideal Gift



For the Graduate

A GLANCE TOWARD SHAKESPEARE

By John Jay Chapman

"A little book, but weighty, and though weighty, eminently readable and stimulating. Mr. Chapman's critical independence, his frankness and boldness, are refreshing. The book is like the man; it is the man."—*Boston Herald*. \$1.25

THE GREAT QUEST

By Charles Boardman Hawes

Another splendid romance of the seas, by the author of *THE MUTINEERS*.

Illustrated, \$2.00

THE MUTINEERS

By Charles Boardman Hawes

A rollicking story of wild adventure on the sea.

Illustrated, \$2.00

YOUNG BOSWELL

By Chauncey Brewster Tinker

"Professor Tinker has written not only the best book on Boswell, but the only book which may be called a serious and at the same time amusing story of the greatest biographer that ever lived."—*Philadelphia Ledger*.

Illustrated, \$3.50

A MAGNIFICENT FARCE and Other Diversions of a Book Collector By A. Edward Newton

"Its success lies in the fact that it is highly entertaining, intensely personal, and always delightfully informal. It is the story of Mr. Newton's browsings in books and observations of the political and business world while collecting books."—*Continent*. Third large edition, illustrated, \$4.00

WILD BROTHER, Strangest of True Stories from the North Woods

By William Lyman Underwood

"As fresh and unusual and almost as unbelievable an animal story as one would expect to find in the wilds of Africa or on the upper reaches of the Amazon."

Illustrated, \$2.00

WILD FOLK

By Samuel Scoville, Jr.

The most seasoned nature-lover as well as the amateur in wood lore will find a wealth of unusual adventures in this new book, by the author of *EVERYDAY ADVENTURES*. Charles Livingston Bull and Carton Moorepark contribute many realistic illustrations. \$2.00

For Wedding Gifts

THE LITTLE GARDEN

By Mrs. Francis King

A book that all garden lovers will find helpful. With suggestive pictures, plans, and tables, Mrs. King tells out of her own experience how the little garden, on which so much depends, can be made in almost any surroundings.

\$1.75

COLLECTOR'S LUCK

By Alice Van Leer Carrick

There are illustrations upon nearly every page, of furniture, glassware, metal work, coverlets, and kitchen utensils. The author is a born collector and she is also so good a writer that she gives a contagion to her enthusiasm.

Charmingly bound, profusely illustrated, \$2.50

WHAT MAKES THE HOUSE BEAUTIFUL

INSIDE THE HOUSE BEAUTIFUL

Edited by Henrietta C. Peabody

Two books of timely interest to all who are building. The first volume is a collection of excellent illustrations and carefully made measured drawings of architectural details, and the second book contains many skilful designs for interior furnishings presented in most attractive form.

Each, \$3.00

ATLANTIC CLASSICS

Two volumes of favorite essays from the *Atlantic Monthly*. Leather edition, half-binding in dark maroon calf, gilt top and lettering.

Boxed, \$6.00

THE ATLANTIC MONTHLY PRESS

8 ARLINGTON STREET, BOSTON 17

RED LETTER DATES!

We shall publish "The Breath of Scandal," by Edwin Balmer, "The Skyline of Spruce," by Edison Marshall, and "the beautiful new \$1.50 illustrated edition of "Little Women."

AUGUST						
S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

OUT TODAY—A. S. M. Hutchinson's great novel, "This Freedom," also a novelty picture-book for the kiddies, "Kritters of the Kitchen Kingdom," which is going to sell like hot cakes.

SEPTEMBER						
S	M	T	W	T	F	S
					1	2
3	4	5	6	7	8	9
10	11	12	13	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

Another Oppenheim, and a charming whimsical love story, "The Man Who Lived in a Shoe," by Henry James Forman. Both will be popular.

OCTOBER						
S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

The authorized biography of Caruso, and the new Faruel romance, "Peregrine's Progress," which is another "Broad Highway."

Oh joy! "Skippy Bedelle," another Lawrenceville story by Owen Johnson.

These are the leaders on our autumn list, comprising 36 titles, which we have no hesitation in saying has greater selling possibilities than any group of books ever before published by us in one season.

Boston Little, Brown & Company Publishers

Announcing

The Outstanding Novel of the Year

Publication Date, September 1st, 1922
Cloth, \$2.00. Pocket Edition, full flexible leather, \$2.50



THIS FREEDOM

By

A. S. M. HUTCHINSON

Author of

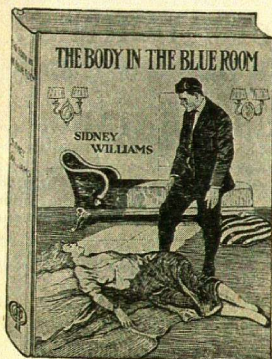
IF WINTER COMES

BOSTON

LITTLE, BROWN & COMPANY

PUBLISHERS

FOR VACATION READING



THE BODY IN THE BLUE ROOM

By SIDNEY WILLIAMS

Literary Editor of the "Philadelphia North American"

An absorbing mystery tale which taxes the imagination to the limit. It is an ingeniously tangled web of criminality, the supernatural, and love.

The book is full of the zest of adventure and danger.

Jacket in colors and frontispiece by J. Clinton Shepherd

Price \$1.75 net

THEN CAME MOLLY

An old-fashioned love story

By HARRIET V. C. OGDEN

From a quiet, old-fashioned southern plantation comes Molly, to restless, hurrying New York. She begins her life there as an art student under quaint Joseph Oliphant, who is almost as lovable as Molly herself.

Miss Ogden tells with great charm of the earnest, hard-working student life in New York's art colony.

Jacket in colors and frontispiece by Elizabeth Pilsbry. Price \$1.75 net

ALL THE WAY BY WATER

By ELIZABETH STANCY PAYNE

A breezy nautical tale. The steady-going owner of the forty-foot cruiser *Sorceress* has his vacation upset by the appearance alongside of a girl swimmer.

His cruise becomes a wild chase from one end of Long Island Sound to the other.

A book that is sure to please all yachtsmen and all lovers of the great outdoors.

Jacket in colors and frontispiece by Clifford G. Gaul. Price \$1.75 net

THE PENN PUBLISHING COMPANY
925 Filbert Street
Philadelphia

BONI & LIVERIGHT books that are selling and which we shall continue to advertise extensively during the Summer months:

FICTION

John Paris's KIMONO

Kimono is already creating a furore in this country comparable with the sensation it has made in England, China, and Japan, having sold almost 20,000 copies in less than six weeks' time.

"A book which frothed the little teacup of English criticism into a tempest of praise. . . . It is 'thrilling' enough for the most jaded tastes. But it is something a great deal more than that. . . . And it will become a fat old best seller."

—*Fanny Butcher in The Chicago Tribune*. \$2.00

Gerald O'Donovan's VOCATIONS

George Moore writes: "This novel tells the truth in so interesting a way that I could not put the book down, but kept on reading it for three or four days." Francis Hackett says: "*Vocations* is serious, deep, dignified, authentic, and dispassionate. No other novel on this theme compares with it." \$2.00

Waldo Frank's RAHAB

"*Rahab* is a great book. There are moments in it as profound and beautiful as any I ever found in an imaginative work."—*Evelyn Scott*.
"In *Young America* has arisen a voice that rings like genius."—*St. Louis Post-Dispatch*. \$2.00

Dulcie Deamer's REVELATION

An extraordinary achievement in fiction—combining the sensuous and tensely dramatic appeal with a deep religious inspiration. "It is truly a splendidly pictorial affair. 'Desert stuff,' too; a luscious Roman banquet scene, and plenty of occasional fighting. The plot is well managed. It has many soundly dramatic situations, logically reached and treated with skill." . . . —*New York Herald*. \$2.00

John Peter Toohey's FRESH EVERY HOUR

A breezy, humorous, well-written novel for the tired business-man and the tired business-woman. "It is a fast-moving narrative, amazing, exciting and with enough love interest to commend it to the reader of light fiction. Besides, it gives an opportunity for a peep behind the scenes!" —*Phila. Ledger*. \$2.00



And, of course, the best-selling non-fiction book of the year, **HENDRIK VAN LOON'S THE STORY OF MANKIND**—recently the subject of leading editorial in *The Saturday Evening Post*. All you have to do is remind people that they have been promising themselves a copy of this book! (\$5.00)

E. E. Cummings'

THE ENORMOUS ROOM

John V. A. Weaver says "Before I finished the first chapter, I found that I was galloping through a narrative which had more interest in it than any I had seen in many years. In the midst of heart-breaking situations flashes of genuine humor enliven every page Cummings has succeeded where Dos Passos did not quite."

Robert Nathan says: "It's really an amazing piece of work. Makes *Three Soldiers* look like a kindergarten book." \$2.00

Ludwig Lewisohn's UP STREAM

In the publisher's opinion the most important autobiography since "*The Education of Henry Adams*," Stuart P. Sherman says: "To my taste it is far more palatable than nineteen out of twenty novels and far better worth publishing." Alexander Woolcott writes: "I have just finished *Lewisohn's Up Stream* and I am minded to send a copy to every active adult I know. The texture of his prose is of continuous and astounding beauty." \$3.00

Royal 8vo., gold top, \$3.00

Clare Sheridan's

MY AMERICAN DIARY

Clare Sheridan and her "*Diaries*" are too well known to need much comment. One sentence of the half-page review in the *Pittsburgh Dispatch* is representative of what every one is saying: "*My American Diary* can confidently be predicted as a coming best seller on its intrinsic merits, and not from being foisted upon a duped public by the too prevalent conspiratorial system." Profusely illustrated, \$3.00

JUST PUBLISHED

Noel Coward's

TERRIBLY INTIMATE PORTRAITS

A delicious burlesque. *Terribly intimate* biographies of people who are terribly intimate with somebody or other. The characters are veiled just thickly enough to make it possible for a discerning person to recognize and properly label them all. Lorn Macnaughton's captivating woodcut reproductions from old masters epitomize the rare spirit of foolery of this unusual book. The volume is a fine example of the book-maker's art.

BONI AND LIVERIGHT announce the publication in January, 1923, of

FLAMING YOUTH

THIS powerful novel is the story of the flapper-ultra-qua-non, of her affairs at country clubs and cozy home-dances with cake eaters, with all the accompaniments of prohibition stimulants, etc. . . . not all from the angle of the younger generation but written with sincere and philosophical significance by an author who knows what he is writing about and who chooses to assume the pen name of Warner Fabian. Unlike practically all of the recent novels of this **genre**, *Flaming Youth* paints a broad canvas and instead of presenting only one or two interesting characters, introduces the reader to what the theatrical manager would advertise as a galaxy of stars.

The Metropolitan Magazine

publishes the first instalment of *Flaming Youth* in August of this year. During the intervening six months (between August and January) we should like you to read this story as it appears monthly. We have made arrangements to send *The Metropolitan Magazine* each month to booksellers so that they can have the opportunity not only of following the amazing twists and turns of *Flaming Youth* but because we feel that a subscription to *The Metropolitan Magazine*, replete as it is with interesting fiction and general articles, will be more acceptable to the trade than merely another advance copy of another book. Anyone connected with any bookstore in this country may receive this complimentary subscription to *The Metropolitan Magazine* by advising us of the home address to which it should be sent.





ABINGDON BOOKS

WITH EARTH AND SKY By Bishop William A. Quayle

"This is one of the healthiest books that one can read. One shares the Bishop's joy in the open world and one is led with him into the inner shrine of nature."—*Christian Work*. Net, \$1.25, postpaid.

THE OPEN FIRE By William Valentine Kelley

This group of charming and gripping essays constitute one of the rich and scholarly contributions of William Valentine Kelley to some of the vital discussions of this generation. Net, \$2.00, postpaid.

BEYOND SHANGHAI By Harold Speakman

"One of the best books of its kind thus far in the season. Cleverly written and beautifully illustrated."—*San Francisco Bulletin*. Reproductions in color of eight paintings by the author. Net, \$2.50, postpaid.

A HANDFUL OF STARS By F. W. Boreham

The gifted Australian essayist appropriates the title of this book from Caliban, who cries out, "O God, if you wish for our love, fling us a handful of stars!" Net, \$1.75, postpaid.

A WINTER OF CONTENT By Laura Lee Davidson

The story of a woman who had a winter of content amid the rigors of a Canadian winter. She lived all alone in a one-room shack on a bluff overhanging a lake, and the record of that winter is told with charm. Illustrated. Net, \$1.50, postpaid.

THE STORY OF THE AMERICAN HYMN By Edward S. Ninde

"An illuminating and valuable study, enlivened by humor and enriched by a sympathetic understanding of the different periods of religious thought in America."—*New York Evening Post*. Illustrated. Net, \$3.50, postpaid.

THE CHRISTIAN IN SOCIAL RELATIONSHIPS

By Dorr Frank Diefendorf

"Good, practical, forward looking studies, thirteen lessons, well suited to classes of young men and women. . . . The questions faced are those with which men are deeply concerned today."—*Religious Education*. Net, 75 cents; by mail, 82 cents.

UNFINISHED RAINBOWS AND OTHER ESSAYS

By George Wood Anderson

In a group of twenty-six essays the author deals with life in the large and in many of its details. He is illuminating with reference to both its minor and its major phases. Net, \$1.25, postpaid.

THE RIVER DRAGON'S BRIDE By Lena Leonard Fisher

Here are "some story beads gathered in South China and strung on a thread of memory," which are part of the treasure trove of a recent visitation to that country that used to be spoken of as "the Land of the Yellow Dragon." Illustrated. Net, \$1.25, postpaid.

AT THE BETTER BOOK SHOPS

THE ABINGDON PRESS

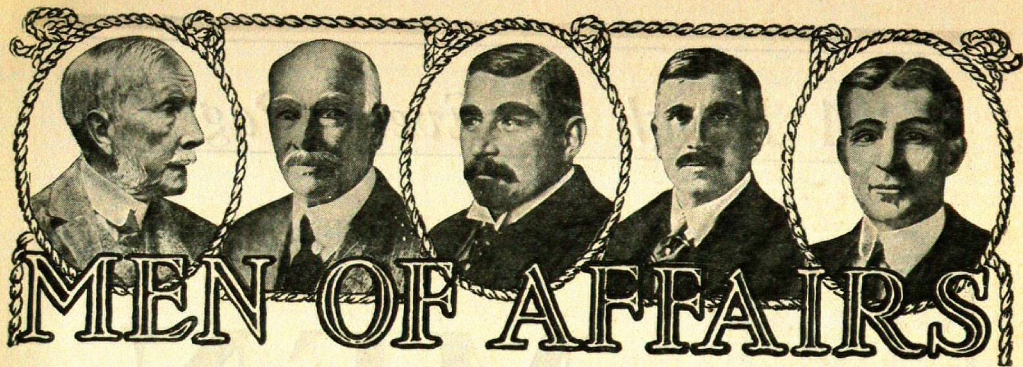
New York
Pittsburgh

Cincinnati
Kansas City

Chicago
San Francisco

Boston

Detroit
Portland, Ore.



*The Thriller of the Century---
Roland Pertwee's Story of Big
Finance, Mystery, Crime, and Love.
Published May 10—already a big
success and a best seller.*

THE FIRST FOUR REVIEWS:

Newark News:

"A thriller of thrillers. The sort of tale that imperatively demands to be read in a single sitting."

New York Globe (N. P. D.):

"A first rate romance written by a man who knows how to write and who has also sophistication."

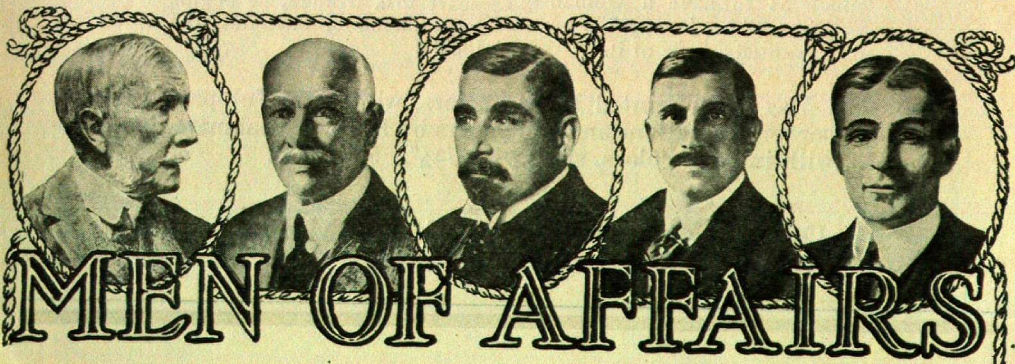
New York World:

"Fiction that fascinates. Once started, we read right along to the finish, not stopping to talk of the weather or to ask the score."

New York Herald:

"Gives the reader who is in search of 'thrills' more than his money's worth. Genuinely entertaining."

How is your stock? Wire your orders. [\$2.00 net.]
ALFRED A. KNOPF, 220 W. 42nd St., NEW YORK



"A Laugh on Every Page"



A GUIDE TO MEN

BEING ENCORE REFLECTIONS
OF A BACHELOR GIRL

by HELEN ROWLAND
FOREWORD BY FANNY HURST

Helen Rowland's newest and sprightliest book—a masterpiece of flashing satire. A book for wives—as a guide to husbands; for spinsters—as a guide to matrimony; for men—to secretly chuckle over their own follies. Here man is turned inside out like an old coat, with all the seams showing, yet handled so sagely that he can only grin and admit the truth. A brilliant foreword by Fanny Hurst.

Read 'em and chuckle

"In order to be popular with men, a brunette must be brilliant, rich or beautiful—but a blonde doesn't have to be anything but a blonde."

"Nothing bores a man so much as to have a woman give him *all* her love, when he only wanted a little of it."

"Love is misery—sweetened with imagination, salted with tears, spiced with doubt, flavored with novelty and swallowed with your eyes shut."

"Somehow, the moment a man surrenders the key of his heart to a woman, he begins to think about changing the lock."

Published May 1st. Printed in two colors, with eight full-page illustrations, border decorations and end papers by Harold Speakman. Bound in cloth, with inlay in colors, size 5½ x 7¾". \$1.50 net.

DODGE PUBLISHING COMPANY

55 FIFTH AVENUE

NEW YORK

New Dodge Publications

THE LAST WORD ON AUCTION

Elizabeth Hanna

1922 Revision

This is the last word. It is published annually, and constantly revised. No theorizing—all the new rules, the new count, the simple, concise, conservative rules for the up-to-date player, lucidly set forth in convenient form.

3x4½. Paper, 50 cents Net. Florentine Leather, \$1.25 Net.

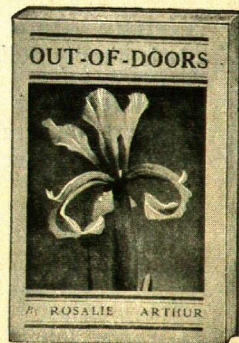


OUT OF DOORS

Edited and illustrated by Rosalie Arthur

Will be appreciated by every lover of nature. This book contains selections from the best of the many writers and admirers of nature. All who have enjoyed the works of Van Dyke, Thoreau, Burroughs, and many others will treasure this book. The cloth edition has an exquisite inlay of lilies in color.

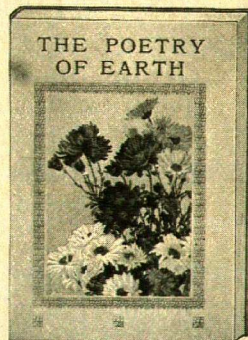
5¼x7½. Cloth, \$1.50 Net. Ooze Leather, \$3.00 Net.



THE POETRY OF EARTH

An anthology that will appeal to all lovers of nature. The selections cover a wide range of nature poems old and new. The arrangements of selections, month by month, will prove not only interesting but helpful to the reader. This book makes an ideal gift. The cloth edition has a special floral inlay on cover, with jacket in color.

5x7. Cloth, \$1.50 Net. Ooze Leather, \$3.00 Net.



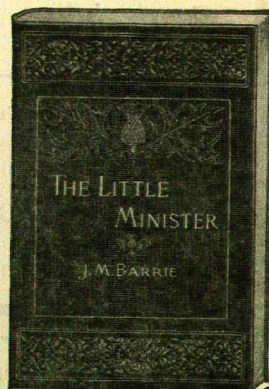
THE LITTLE MINISTER

Green Room Edition

By James M. Barrie

This edition contains many illustrations in sepia brown half-tones from photographs of the play as produced by Miss Maud Adams and her company. Handsomely bound in art buckram, full gold back and side.

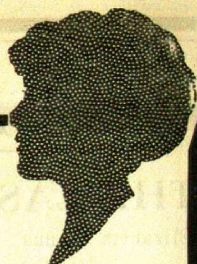
5¾x9. Buckram, \$2.00 Net. Ooze Leather, \$3.00 Net. Florentine Fleece, \$4.00 Net.



DODGE PUBLISHING CO.

55 Fifth Avenue, New York

Unanimous Again!



Gentle Julia "Don't miss this book, but don't try to read it aloud to anyone. You couldn't do it justice, not in its best parts, because no one can speak distinctly who is all broken up with laughing."

HILDEGARDE HAWTHORNE in the *New York Times*

Gentle Julia is "Tarkington at his best; it could not be more readable. It is simply delightful from cover to cover."

New York Post

Gentle Julia is "Altogether delightful. Mr. Tarkington has given us real boys several times before nor has he neglected their female equivalent, but he has never done so well with the juvenile feminine as here."

New York Sun

Gentle Julia "If we had never heard of Mr. Tarkington before, it would be abundant proof that he has the peculiar power of creating people."

New York Herald

Gentle Julia "More humor than any one writer should be allowed to crowd into a single book—it makes it too difficult for his contemporaries."

Morning Telegraph (N. Y.)

Gentle Julia "If there is more fun than reading a book like "Gentle Julia," we should like its name and local habitations."

F.P.A. in the New York World

Gentle Julia is "A salubrious reaction from the solemn sex fiction of the day, and, to me, much more understanding and understandable."

PERCY HAMMOND in the *New York Tribune*

Gentle Julia "We haven't laughed so uproariously in some time. . . It is the best of out-and-out fun-making."

JOHN V. A. WEAVER in the *Brooklyn Daily Eagle*

Gentle Julia "This is a good book."

HEYWOOD BROWN in the *New York World*

1,000 PEOPLE, subscribers to *The Outlook*, were asked to give the name of the best living author. The first choice was Rudyard Kipling, the second Booth Tarkington—both, we are proud to say, our authors.

ALL OF THE BOOKSELLERS were asked by *The Publishers' Weekly* to vote for the "most significant living American writer." The result put Booth Tarkington first on the list.

Can WE say more?

Doubleday, Page & Co.

THESE BOOKS WILL SELL

**JOURNAL
of a
LADY OF QUALITY**

Edited by
Evangeline Walker Andrews

Travel in 1775

Price \$4.00

**COTSWOLD
CHARACTERS**

By
John Drinkwater

Character Sketches

Illustrations by
Paul Nash

Price \$1.40

THE EVOLUTION OF MODERN MEDICINE

By Sir William Osler

For every doctor

Price \$6.00

**LIBERTY
UNDER LAW**

By
William Howard Taft

*Speaking to the layman
about our Constitution*

Price \$1.00

**EVOLUTION
of
LONG ISLAND**

By
Ralph H. Gabriel

For the Long Islander

Price \$2.50

YALE UNIVERSITY PRESS

143 ELM STREET
NEW HAVEN, CONNECTICUT

522 FIFTH AVENUE
NEW YORK CITY

MACMILLAN'S SPRING BOOK LIST

INTERNATIONAL RELATIONS

By James Viscount Bryce

"A book of clarity, sanity and fairness. It is the last view of a very wise, very sensible statesman, not only a master of history, but one who saw history and made it."—*New York Herald*. \$2.50

PEACEMAKERS—BLESSED AND OTHERWISE

By IDA M. TARBELL

Refreshingly intimate snapshots of winter Washington. \$1.60

PEACE AND BREAD IN TIME OF WAR

By JANE ADDAMS

"So honest, so logical, it is impossible to do other than feel a profound respect for her analysis."—*N. Y. Herald*. \$1.75

THE DINGBAT OF ARCADY

By MARGUERITE WILKINSON

"A book filled to overflowing with beauty."—*The Woman Citizen*. \$1.75

14,000 MILES THROUGH THE AIR

By SIR ROSS SMITH

"An air cruise that made history."—*Literary Digest*. "Romantic, thrilling, miraculous."—*N. Y. Globe*. Ill., \$3.00

The Best New Fiction

THE SCARLET Tanager

By J. AUBREY TYSON

"A logical and thrilling story; goes along in rattling style."—*N. Y. World*. \$1.75

CHILDREN OF THE MARKET PLACE

By EDGAR LEE MASTERS

"His greatest book; remarkable, pleasant and highly instructive."—*San Francisco Bulletin*. \$2.00

LIFE AND DEATH OF HARRIETT FREAN

By MAY SINCLAIR

"One of the most profoundly moving books that we know."—*N. Y. World*. \$1.25

NUMBER 87

By HARRINGTON HEXT

"A weird story, filled with incidents of thrilling character." \$1.50

MARIA CHAPDELAINE

By LOUIS HÉMON

"A prose symphony, vibrant and harmonious, a story of crystalline charm."—*The Dial*. \$2.00

THE VENEERINGS

By SIR HARRY JOHNSTON

"An amazing gallery of characters; a treat to be anticipated and enjoyed."—*The Independent*. \$2.00

THE HOUSE OF RIMMON

By MARY S. WATTS

"The House of Rimmon' is Mrs. Watts' finest achievement."—*Philadelphia North American*. \$2.00

THE PRISONERS OF HARTLING

By J. D. BERESFORD

"A keen and penetrating study; a novel that has interest, reality, distinction."—*N. Y. Times*. \$1.75

HUMBUG

By E. M. DELAFIELD

"A true and vivid picture; a clear and vigorous style with felicitous phrasing."—*N. Y. Times*. \$2.00

ONE

By SARAH WARDER MacCONNELL

"An eloquent and moving story."—*N. Y. Sun*. "Her irony is a delight."—*San Fran. Bulletin*. \$1.75

Just published

THE SECRET PLACES OF THE HEART

A New Novel by H. G. Wells

A novel of modern psychiatry,—the wit and high spirits of a young American girl matched with the keen logic of a brilliant Englishman. \$1.75

AT ALL BOOKSTORES OR FROM

THE MACMILLAN COMPANY

64-66 Fifth Avenue, NEW YORK
Prairie Avenue and 25th Street, CHICAGO
Huntington Chambers, Copley Sq., BOSTON

609 Mission Street, SAN FRANCISCO
330 South Harwood Street, DALLAS
17 Houston Street, ATLANTA

ELLEN GLASGOW'S

NOVEL OF COURAGE

Will be published May 26th

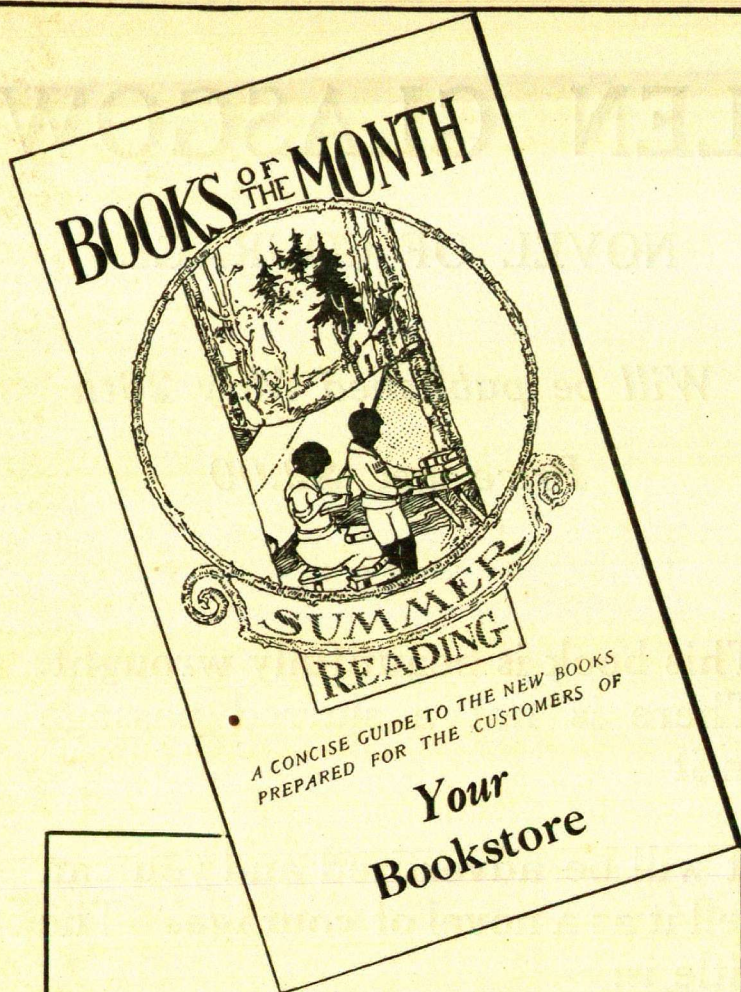
Price, net, \$2.00

This book is beautifully wrought.
There is not a slurred passage
in it

It will be advertised and you can
sell it as a novel of courage. The
title is:

ONE MAN IN HIS TIME

DOUBLEDAY, PAGE & COMPANY
GARDEN CITY, NEW YORK



Avoid that "Summer Slump"

Distribute this envelope enclosure book list with your letters, bills and statements during July and August without any extra postage cost. May be mailed separately at one cent.

The most economical summer advertising

This 52 page catalog of seasonable books is supplied, with imprint, at

\$3.00 for 100 copies	\$8.00 for 500 copies
4.00 " 200 "	14.00 " 1000 "
\$60.00 for 5000 copies	

Ready June 22nd.

R. R. Bowker Co., 62 W. 45th St. New York

RADIO

ANNOUNCEMENT

Hurst & Company announce for immediate publication a Series of Boys' Books relating to the World's Latest Discovery -- RADIO.

THE

BILL BROWN RADIO STORIES

by **WAYNE WHIPPLE**

Bound in Cloth, Colored Jacket, 12 mo., Price 60 Cents

Three volumes will be issued—Send in your orders for all of them and they will be shipped as published.

The first volume is:

BILL BROWN'S RADIO

Get your share of the trade on these remarkable and authentically correct up-to-the-minute books

Our Usual Discount to the Trade.

HURST & COMPANY, Inc.

114-120 E. 23rd ST., NEW YORK

We publish in June

EVELYN SCOTT'S

"Narcissus"

By the author of "The Narrow House"

A novel that expresses in its insight into human nature, the loss of standards, the feverish turbulence of modern life. Through the revelation of their mental life Mrs. Scott has created a group of characters whom it is difficult to forget, for the reader penetrates the masks with which they face the outer world.

"She has the artist's conscience." Henry S. Canby in the N. Y. Evening Post.

\$1.75

LYTTON STRACHEY'S

"Books and Characters"

By the author of "Queen Victoria"

Fourteen essays on French and English personalities and literary subjects that have long claimed the author's interest, and he treats them with the skill and mastery his readers have come to expect.

\$3.50

SELWYN JEPSON'S

"The Qualified Adventurer"

A tale of adventure, with a slight sub-flavor of farce, in which the hero, who is himself the author of adventure stories, is forced by a strange chance to track down the great jade "Treasure of the Manchus," buried by a German at the time of the Boxer rising in China.

"The book, with its strange and happily devised sequel, is well worth reading."—London Times.

\$1.75

HARCOURT, BRACE & CO. 1 W. 47th St., New York

The Publishers' Weekly

THE AMERICAN BOOK TRADE JOURNAL

Founded by F. Leyboldt

May 20, 1922

"I hold every man a debtor to his profession, from the which, as men of course do seek to receive countenance and profit, so ought they of duty to endeavor themselves, by way of amends, to be a help and ornament thereunto."—BACON.

Still Forward

THE Conventions of the booksellers during the past three or four years have shown such steady increase in numbers and power that it would not have been surprising if there had been some misgivings among the leaders for fear that a pause in the growth might be reached. The Washington gathering showed, however, increases in membership, in attendance, and in sustained interest in the program.

By the time the convention was over and all the figures were in, the membership registration on the Treasurer's books had reached nearly five hundred, which is almost double the record of three years ago. The convention showed no signs of being satisfied with this, however, but its first resolution called for a continuance of the effort to reach a thousand. A strong speech was made by William W. Norman of Baltimore on the subject of obtaining a really adequate national membership. One of the things which re-emphasizes the importance of this national growth is the fact that subjects of such universal significance are coming up for action, including the important legislation at the Capitol. Another virtue in such a program of expansion comes from the realization by all, that members coming from a distance bring fresh and distinct contributions to all discussions. The selection of Detroit for the next convention ought to give opportunity to strengthen the membership in the Middle West and to give many new people an opportunity to get the stimulus of convention atmosphere. It should also give opportunity for broader hospitality to Canadian booksellers, who were represented officially this year by Mr. C. Foster Brown of Montreal and

also by Mr. and Mrs. W. H. Kerfoot of Smith's Falls, Ontario. The bookselling problem of these two countries are so very similar that there should be frequent contacts.

The cool attractiveness of the convention hall may have been one reason why the attendance thru the different sessions was very large, but it was principally due to the excellent planning of the subjects discussed and the interest that was aroused in the delegates' minds. On Monday afternoon, after the formal reports, two strong and suggestive messages were brought from the northwest. Miss Andrus of Seattle contributed a paper, which she could not be present to read, on "Selling Juveniles the Year Round," and John T. Hotchkiss of the J. K. Gill Co., Portland, delivered a helpful and extremely practical paper on "Modern Bookstore Management." These papers formed a valuable contribution from a distant section of the country and are worthy of most careful reading by every retailer.

Year Round Bookselling came naturally to the front and was emphasized by a complete display of posters and charts, which brought home to the audience the real magnitude of what is being done. Mr. Melcher, as Secretary for the Committee, reported on the present status of the plan on Monday, and Mr. Macauley's admirable rejoinder from the retail point of view was postponed to Wednesday on account of lack of time. This last paper so thoroly covered the retailer's part in the program that it has been specially reprinted and sent out by the Year Round Bookselling Committee.

"Price Standardization," which was the dominating theme of the convention, took its place on the Tuesday program, and the subject was rounded out in a series of four speeches, which give the book-trade a complete view of this subject so vital to trade interests. These papers deserve careful reading by those who are interested in book-trade progress, and the subject could hardly have been presented more completely and more systematically. The book-trade showed several times, thru the convention, that it realizes its immediate problem in fostering a wiser attitude among its members on the question of price maintenance on current books. This point was strongly emphasized in the resolutions and was present in much of the informal discussion.

What Next in Association Work?

THE resolutions of the convention seemed to embody more completely and carefully than has ever before been the case the subjects that are to the front in the minds of the bookseller. The Committee, under the experienced leadership of Vernor M. Schenck, drafted a score of resolutions that were admirably drawn.

In the field of retail progress the suggestion was made that there should be a particular emphasis in bookstores during the next few years on salesmanship and on the training of salesmen. Booksellers were urged to start their training classes, and in the larger cities it was suggested that groups should be got together for continuous and systematic study along the line of what had been undertaken in Philadelphia and in New York. It was suggested that the Executive Committee should prepare during the next year a pamphlet on cost keeping, an effort similar in scope to what has been accomplished by several national associations, including the Stationers, and it was suggested that the President should send out to members an occasional bulletin containing articles not only on cost keeping but on accounting, the training of booksellers, etc.

The Year Round Bookselling plan was given hearty appreciation, and full co-operation was offered for another year, and the convention urged the reconsideration of an advertising campaign such as was proposed at the Philadelphia Convention.

These suggestions of association work, both for training and sales expansion, will give the new Committee important plans to develop and make practical during the next year. Besides this, it will have important legislative subjects to face—the need of passing the Price Standardization Bill, the need of proper tariff schedules, especially as to book binding in the Fordney-McCumber Bill, and the support of the new Copyright measure. The perennial subject of discounts was given careful and tempered consideration, and the new Committee was urged to do what it could to make universal the minimum discount of a third and five, which retailers are now receiving from most publishers, and to urge that the discounts on pick-up orders from dealers who are attempting to carry a real stock should be the same as on the orders given to travelers.

A Contested Election

THE business meeting of the convention, held on Wednesday afternoon, took on special, and, to most of those present, unexpected excitement because of rival tickets for the election, so that this election was more exciting than usual. When delegates came into the hall, Mr. Hamblen was passing out ballots which were headed "Reconstruction Ticket and War Cabinet," and its text claimed that the nominees stood for vitality, progress and the greater development of the book business." When the report of the regular nominating committee was presented later, it was found that the new ticket duplicated the other in its first Vice President, Mr. Estabrook, and Treasurer, Mr. Kidd, but had changed the other four officers drafting Mr. Nye and Mr. Hotchkiss from the names presented for Board of Trade.

The selection of the regular ticket had been made by a committee of five consisting of Walter S. Lewis, H. V. Korner, M. G. Nusbaum, L. W. McFarland and Mrs. Morris. The rival ticket was sponsored in an eloquent speech by Walter McKee of J. V. Sheehan Company of Detroit, who claimed that it was a time when there was need of a fighting cabinet and one that would take up the enthusiasm of this convention and translate it quickly into action. He felt that by having Simon L. Nye of Washington as President, whose handling of this convention had been so extremely able, and by having near him in Baltimore the First Vice President and the Secretary, they would be able to handle the needs of any situation better than the more widely scattered regular ticket.

Charles E. Butler seconded the argument, claiming that there was so much legislation to the front that to have the President located in Washington would be particularly valuable. Mr. Melcher pointed out that in planning the new ticket there had been a loss of balance and proportion and that for the Booksellers' Association to have an executive committee of six with no women represented was an unfortunate step backward. There had been two on the committee during the past year, and the character of the Association's membership indicated that there was good reason for that. He also emphasized the need of recognizing in the vote, as all had recognized in their applause, the exceptional work of Belle M. Walker as Secretary during the past year.



THE AMERICAN BOOKSELLERS' ASSOCIATION—TWENTY-SECOND ANNUAL CO



JAL CONVENTION—WASHINGTON, D. C.—MAY 8, 9, 10, 11, 1922.

Twenty-second Annual Convention of the American Booksellers' Association

Hotel Washington, Washington, D. C., May 8, 9, 10, 11

Officers 1921-1922

EUGENE L. HERR, President,
LANCASTER, PA.
S. D. SILER, 1st Vice President,
NEW ORLEANS, LA.
MARION E. DODD, 2nd Vice President,
NORTHAMPTON, MASS.
WHITNEY DARROW, 3rd Vice President,
NEW YORK CITY.
BELLE M. WALKER, Secretary,
NEW YORK CITY.
JOHN G. KIDD, Treasurer,
CINCINNATI, O.

1922 Convention Committees

ENTERTAINMENT COMMITTEE

SIMON L. NYE, Chairman
SIDNEY M. AVERY
WILLIAM BALLANTYNE, JR.
FRED E. WOODWARD

PROGRAM COMMITTEE

J. JOSEPH ESTABROOK, Chairman
STANLEY G. REMINGTON

First Session—Monday Afternoon, May 8th

The Convention was called to order at 2:30 by President Herr.

PRESIDENT: When our good friend, Simon Nye, invited us to come to Washington for the convention, he promised us a good time and that everything would be satisfactorily arranged. If you have had an opportunity to look over the programs that you secured in the registration room, I think you will agree with me that Simon has promised to make good. We will be greeted on behalf of the City of Washington by the Secretary of the Washington Chamber of Commerce, Arthur D. Seymour.

Address of Welcome

By Arthur D. Seymour,
Secretary of the Washington Chamber
of Commerce.

MY friends—I always like to use that term on an occasion of this kind. I hope it may be my privilege at this time. It is a pleasant privilege which has devolved upon me this afternoon to extend to you in behalf of the City of Washington, on behalf of the Chamber of Commerce, which I represent, a welcome.

There is an old saying that "Of the making of many books, there is no end," and I have often wondered what the author of that saying would have thought could he have gone into the modern bookstore of today. Suppose he had gone into the department presided over by our friend, Mr. Nye, or into the Brentano store where Mr. Avery is manager, what would the man have thought, who, years and years ago said: "Of the making of many books, there is no end?"

In welcoming you to our city this afternoon, we welcome you as well to your city, for there is no American today who has not the right to claim a share in the city of Washington; it is the nation's city. We speak of New York and we think of that great metropolis upon the Atlantic seaboard,—of Chicago, and we think of the bustling, stirring city of the Middle West—of New Orleans, and a picture of the sunny South comes to mind. We have on the Pacific Coast, Los Angeles and San Francisco, and we think of those cities out there that belong to the Pacific seaboard.

But when we think of Washington we think of the nation's capital; we think of that city which of right has come to be known as the heart of the nation. It is your city as well as mine. You have a share in all that makes it great.

There is one thought that I want to leave with you as I close. Recently we passed thru the greatest crisis that the world has ever seen. During that period, on numberless occasions the patriotism of this republic and its individual cities was made manifest, but I want to leave with you the thought, this afternoon in the beginning of your deliberations, that there are two kinds of patriotism. There is the patriotism that shoulders the musket, carries the flag, does its part in battling for country and for home. That patriotism is worthy; that patriotism should be emulated. We are proud that we have that spirit of patriotism in our land, but my friends, there is another patriotism. There is the patriotism of the men and the women and the children

in the homes of this country, in the business and life of our nation. As you and I come in contact with one another and with our fellow man in the daily duties of life, the question comes up over and over again: What is best for me? What is best for my family? What is best for my town? My state? What, after all, is best for my country? The patriotism of peace. In these trying times of reorganization and regeneration in this country, there

devolves upon us the necessity of inculcating the doctrine of the patriotism of peace.

Welcome to our city! May your stay here be so pleasant that when the time shall come for you to select the meeting place for your next convention, your eyes shall turn again to this beautiful city of ours, and you may have as an incentive the pleasant visit that you have had here in your city of Washington.

[Applause.]

President's Address

By Eugene L. Herr

FELLOW-Members of the American Booksellers' Association and Guests:

It gives me great pleasure on behalf of the Association to welcome you to this the twenty-second Annual Convention. The Association is now fully of age and is indeed a lusty youth.

It seems to me that we are particularly fortunate at this time in meeting in the National Capitol and amid such delightful surroundings.

Your officers have endeavored to carry on the work of the Association during the past year as actively as possible and have handled many important matters as they have arisen.

In the matter of membership the Membership Committee under the capable leadership of our Secretary, Miss Walker, has been very active thruout the year, and her report will show that we have increased the membership of the Association more than has been done in any preceding year. The goal set at last year's Convention is far from being reached and until it is reached, one of the chief efforts and activities not only of the Executive Officers and the Membership Committee but of the entire membership of the Association should be directed to getting into the fold every retail bookseller and the head of every book department in the country.

Membership

The Association will never be as active and influential in trade affairs as it has the power to be until this ideal is accomplished. I hold with Lord Bacon that "every man is a debtor to his profession from which as men of course do seek to receive countenance and profit so ought they of duty to endeavor themselves by way of amends to be a help and ornament thereto," and in no sense is a business man a greater debtor than in the obligation he is under to belong to and to support in every way, financially and morally, the national trade association of his craft. The new roster of the Association which has just been published lists the names of those booksellers in this

country whom I please to consider the "honor roll" because they have fulfilled this obligation. I am hopeful that in the year to come every member will endeavor to do his share in membership work by enlisting the active support of other booksellers who have not yet joined the Association.

Optimism the Keynote

We of the book-trade in this country owe a great debt to the little band of devoted men who first actively strove to rebuild the shattered trade of bookselling when at a period twenty years or so ago it was in great danger of passing out of existence. They laid a foundation upon which has been built a business edifice which is gradually attaining greater proportions and we, who are in the business today, are profiting from their efforts to improve business conditions in the book-trade. We should continue striving to make the edifice better and stronger and should perpetuate the good which has been accomplished.

I think it is safe to say that no business in the country has weathered the storm and stress of the past two years of business depression in better shape and no business stands today on a more substantial foundation than the book business. The keynote which has inspired the Program Committee which arranged this convention has been one of optimism and I believe that they have struck the right keynote. I believe that, in a general way, all business has weathered the worst of the storm and is gradually on the mend and I am inclined to think that the problems which have thrust themselves upon us in one way or another during the past two years can all be solved. Every member of this organization must strike the same keynote and push forward in order that our common business may reach the high place which it should occupy.

Among the various conditions which have confronted us during the past year one which assumed the greatest importance is the tendency here and there among publishers

and also among booksellers to forget that the business we are engaged in is a common enterprise and to forget that we are all bound together in working for the common good. There seems to be a tendency now and again to try to slip something over on the other fellow. This has manifested itself sometimes in an occasional effort to cut prices and again in the offering of preferential discounts to special classes of customers such as ministers, authors, teachers, etc. To me, it has seemed that the most fundamental thing in the book business today is to maintain absolutely the integrity of the net price system and the instances of failure to maintain it which have come to our attention are serious because they threaten that system.

Earlier Price Cutting

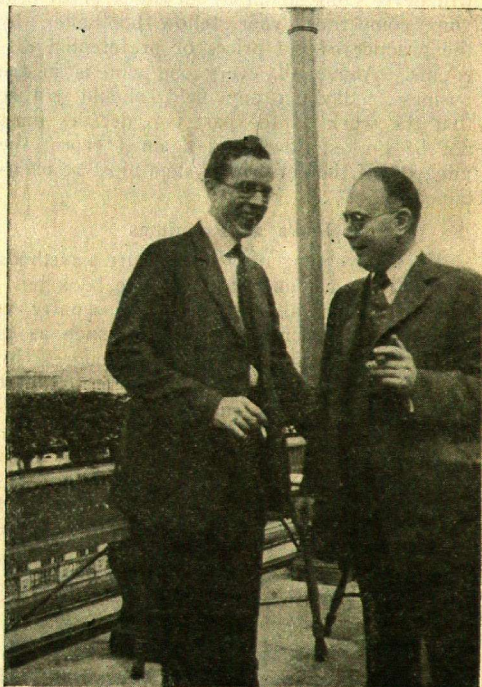
At the risk of repetition I feel that it is necessary to go back into those days when the founders of this Association made their first efforts to build up something substantial for the book business and to recall to your minds that period when the published price of a book was absolutely fictitious and when books were sold to everyone at a discount and at cut prices, which eliminated all possibility of a profit to the retailer.

This practice had its inception forty or fifty years ago when in the long period of depression and decline of prices subsequent to the Civil War and the panic of 1873 an absolute spirit of individualism ruled in business, and cut-throat competition was rampant. If there are any persons here who can go back in their minds to this distant period in the book business they will recall that this condition began by booksellers themselves giving preferential discounts to special classes of people; at first, these discounts were 10% and then 20% and pretty soon the discounts were being given to everybody. Not satisfied with this, popular books were frequently used by department stores as leaders at prices which were, or were very near, the wholesale price. The result was that a very adequate system of retail book distribution in the country was gradually demoralized and a large number of excellent book men were either driven to the wall or slowly drifted into other more profitable lines of merchandising.

By 1900 it looked as tho the genuine bookstore would be annihilated and it was at about this period that a very small number of devoted book men banded themselves together in the American Booksellers' Association and made a start at rebuilding and again dignifying the profession of bookseller.

Any of you can recall the long years of effort which were required to restore bookselling to a sound position. It took almost ten

years of unremitting effort to accomplish what we now know as the net price system, which means that the price at which the book is published and offered by the publisher is an honest price and the price which every retailer should secure in order to have at least a safe working margin on which to conduct his business. For a period of ten or a dozen years the net price system has been maintained to a very commendable degree and the results are apparent in the growth of the book business, the improvement of bookstores, the increased number of bookstores and the better facilities for retail book distribution.



PRESIDENT EUGENE L. HERR (RIGHT) AND TREASURER JOHN G. KIDD ARE JUBILANT OVER MEMBERSHIP INCREASE.

It has seemed to me that we are now passing thru a period which is analogous to the period which succeeded the Civil War, and it is of the utmost importance that we should take a lesson from the book of experience and if possible, prevent the book-trade from drifting into the Slough of Despond into which it fell during the eighties and nineties of the last century.

The cases which have come to our attention during the past year are such as to incline us to believe that unless the Association is very keenly on its toes to combat these conditions as quickly as they arise, just this con-

dition might very easily repeat itself. I have taken the occasion, whenever my attention has been drawn to individual cases, to take the matter up with the offending bookseller or publisher to try to make him see that his actions threaten the whole validity of our price system, and while I do not intend at this time to go into details of instances and cases I am happy to say that in many of them, once the seriousness of the matter was brought to the attention of the persons at fault, endeavors have been made to rectify their trade practices. I want to take this occasion to say, publicly, that true building in the book business will never come about by an endeavor to beat your competitor, your fellow bookseller, by the practice of cut prices or preferential discounts. Above all, every one who is in the business today, in any field, should realize that the work of the past two decades must not be broken down and again I repeat the integrity of the net price system must be maintained.

Books as Premiums

We believe that one of the surest methods of attaining a sound basis for the book business, as well as all business in the country, is thru the enactment of legislation such as is provided for before the present Congress by the Stephens-Kelley Bill. We have felt that this situation is of such importance as to warrant it being given full consideration by this convention and the greater part of both sessions tomorrow—Tuesday—will be devoted to a discussion of this important subject and the various aspects of it will be presented for your consideration by Representative Kelly, the sponsor of the present bill and Joseph E. Davies, General Counsel for the American Fair Trade League.

Such being the case I feel it is not necessary for me at this time to go into the details of this important step in legislation, but we are thoroly convinced that it is essential to the future stability of our trade.

A practice into which a number of publishers have been inclined to drift during the past year and which was brought very prominently before your Board of Trade and the Executive Committee, and against which we lodged a strenuous protest was the practice of permitting new and very popular books to be used as premiums for magazine subscriptions, the books either being given away free or sold at a ridiculously low price, in connection with the subscription, as compared with the price which the bookseller was compelled to ask in order to secure only a nominal profit. After considerable correspondence, I wrote the following letter to about sixty-five of the leading publishers in the United States:

Gentlemen:

"The Retail Book Trade of the Country has been very much upset in recent months by a perfect deluge of special offers which are being made by certain of the magazines either to give new books as premiums with their subscription, entirely free of charge, or to sell them to subscribers at prices which are ridiculously low compared with the prices at which the books were offered for sale thru the regular book-trade channels in the very recent past.

"It seems to us that this is a tendency which will very seriously undermine the retail booksellers if it is continued. It would certainly have an inclination to lead the public to view the price at which the bookseller is compelled to sell the book, in order to make a very meagre profit, as a perfectly fictitious and utterly exorbitant one, and it is surely most discouraging to the bookseller himself.

"This practice is one for which the publisher is individually responsible inasmuch as the sole control and ownership of the book is invested in him by the Copyright Laws of the United States. A list of these offers was recently collected and published in the WEEKLY by the Board-of-Trade of this Association and it is certainly discouraging to find in this list the books of some of our most reputable publishing houses.

"I believe that the retail book-trade has in the past few years been earnestly endeavoring to increase the market for books and such practices are surely taking the ground from under their feet.

"This letter is being written to all of the leading publishers in the country without regard to whether any of their publications have been used in this manner or not, as we feel that a continuance of this practice is most dangerous to the present system of retail distribution. One consideration which should certainly be borne in mind is the fact that magazines represent the most serious competition that books have. In the first place, they are subsidized by a preferential postal rate and their cost for artistic and mechanical production is largely paid by the advertiser. In addition to this, the very bulk of reading material which the magazine reader gets prevents him from having the time as well as the money for the acquiring and reading of actual books. There is a very large proportion of our population whose entire time for reading is consumed in following the daily papers and current magazines.

"Nobody can prevent this, but most certainly the book publishers are undermining their own business when they allow their own books to be used in cut price offers for the building up of subscription lists and the increase of the number of magazine readers.

"It seems to us that we are at a period when publishers should scrutinize most carefully the situation before entering into any such arrangement with magazines with regard to their own publications. We are very fearful that the trade is facing a condition wherein the net price system may be seriously menaced and we believe that it is of the utmost importance that every factor in the trade should hold together for a maintenance of this cardinal principle.

"The retailer is just as vitally interested as any other person in having the prices of new books to the consumer reduced just as rapidly as conditions warrant, but such reductions should come about in an orderly fashion and not in a mad scramble to get temporary business away from the other fellow."

I endeavored in this letter to cover all the salient points in this connection, and I still feel that every argument is sound and hope that publishers will see the evil in this practice and will discontinue it. Many replies to this letter were received altho not every publisher to whom it was mailed did reply. One or two publishers who were very prominent among the offenders failed even to answer the letter and one publisher who had proved a notable example commended the fairness of the argument

on the particular book in question there were but contended that in his particular case and other considerations which entered into the situation. Quite a number of publishers replied that they never had indulged in this practice nor did they intend to do so and several, who in the past had allowed some of their books to be used so, advised that they have decided they will not again participate in such a combination offering.

In the matter of trade discounts there has been practically no change during the past year. The situation from the booksellers' standpoint remains as it was, *i. e.*, that a minimum discount of 33 1-3 and 5% is absolutely necessary for the safe and sound conduct of a retail business and the one recourse which exists for buyers is to protect themselves as far as possible by stocking only such items as will give them this discount or more. Personally, I am inclined to think that an average discount of 40% is really necessary to put the book business on as profitable a basis as most other merchandising lines are today, but I doubt whether it would be a sound move to insist on this as an absolutely minimum discount at the present time.

Minimum Discount

I am sorry to have to report that there are still quite a number of publishers who have not met the request of the Association for the minimum discount in so far as reorders and pick-ups are concerned, and while they have some ground for the contention that the handling of small orders is a costly process and therefore that they are justified in refusing a better discount than 33 1-3% on the same, I am personally of the opinion that where cordial relations exist between a bookseller and a publisher and the bookseller is stocking the publisher's list in so far as he is able and is giving a representative stock order to the publisher several times a year, when the travelers call, that he should be permitted to keep his stock filled up between times, even in small quantities, at whatever discount has been established by the original purchase.

As prices tend to decline, the necessity for the minimum discount recommended becomes more and more essential inasmuch as the dollars and cents profit decreases with the decrease in price whereas much of the cost of handling remains the same.

It would probably be unsound business at the present time when the public is demanding lower prices for the bookseller to ask for a larger discount, but we are on sound ground in insisting on the minimum discount on which we have contended for the last seven or eight years. One remedy which lies in the hands

of every buyer is to pick and cull out more carefully the items which he can possibly do without and concentrate to a greater extent his purchases on the items which are sure sellers.

A large part of the remedy in this respect lies in the hands of each individual buyer, and each buyer should exercise his prerogative of buying what he feels sure he can sell on the best possible terms. Most stocks would be greatly improved if the buyer would exercise a greater care in selection and elimination, especially cutting out a duplication of lines or items which are not necessary to his success in business.

Year Round Bookselling

In the matter of trade expansion, great progress has been made thru the "Year Round Bookselling Campaign" which is now being conducted by the National Association of Book Publishers. A full report on the activities of this committee will be made later in this session by Mr. Melcher, the chairman of the committee. I believe that a considerable measure of success attended the first year's efforts of this committee and profiting by observation and experience, their plans for the present year's campaign were laid out on broader and better lines. Much has been done in teaching the individual dealer the saleability at all times in the year of various classes of stock which he is accustomed to carrying but without the proper amount of exploitation. Great improvement is noticed this year in the character of the posters which are being distributed by the committee. They are coming to us in so artistic a quality that no dealer need feel hesitant to use them in windows of the most exclusive character. They are really of great permanent value and many of them can be used from time to time with great profit. The committee has felt that many dealers have failed to get the full benefit of its efforts because they were not cooperating to the fullest possible extent. I hope that this situation will be rectified and that every dealer will carefully consider all the suggestions which are presented to him and use to the greatest possible extent all the material which is provided.

Too much credit cannot be given to the activities of the committee which have made it possible for a great amount of book news material to appear in the magazine columns and in the daily press thruout the country about books, book ownership and book collection. I believe that along this line the work of the committee is of the greatest value to booksellers and to the whole cause of book promotion.

Last year our association appropriated \$1,000 toward the expenses of Children's Book Week. In preparing the budget for the financing of this year's campaign the subscribing publishers have undertaken to underwrite the entire expense, including all the expenses for Children's Book Week. I am hopeful that some plan may be presented to this convention whereby this Association itself may aid in some phase of book promotion aside and apart from the particular activities of the committee.

It is a matter of sincere regret to me that the wider scope of the original cooperative campaign, which was proposed by this association two years ago, was never achieved, and I am still hopeful that a fall publicity campaign will some day be launched by the Publishers' Association which will include a considerable use of display publicity on books as gifts and on children's books in our leading popular magazines.

Booksellers' Advertising

The Greeting Card Association which has used this form of publicity for several years has found it of incalculable value in building up the wider and continued use of greeting cards, and I have just learned that this year the manufacturers of gift stationery are going to use the same plan of advertising, cooperatively, in putting before the public next fall the desirability of gift boxes of writing paper for Christmas presents.

While there has been a great measure of improvement in the advertising of individual publishers, I sincerely believe that if ever the time comes when the Publishers' Association can see its way clear to spend from \$50,000 to \$100,000 in a publicity campaign of this character, they will be amply repaid in the future growth of the business. I do believe, however, that the committee in going ahead on the present lines, has been building up solidly from the ground.

So far as the retailer is concerned, I believe that he can best aid and cooperate in a campaign of this kind not so much by contributing to a general fund for publicity as by investing his money in local newspaper campaigns which will direct the public's attention to his store as linked with the national effort.

The association has made a step forward this year in the handling of the convention on an independent financial basis and apart from any monetary contribution from publishers for entertainment. This is the reason for the registration charge which has been made. It will provide for the cost of entertainment at this convention. It leaves the association as an independent unit without any strings attached and I believe before the convention is over you will agree with me that the nominal regis-

tration charge which has been made was trifling for the entertainment which has been provided by the committee.

In casting a backward glance over the two years during which I have served as President of our Association, I feel, that we, of the book-trade, have a right to be proud of the showing which it has made during this period of general business depression and a period during which business and trade practices have been to a considerable extent demoralized. The book business has learned a good lesson. The volume of business has equalled and in many cases surpassed the preceding years which were fruitful ones in all lines, and the great body of book readers which increased rapidly during the war period has been held in their love for books and reading; and I believe that the habits of reading which have been implanted can be maintained and increased. It is of vital importance that both publishers and dealers alike should exercise the greatest care in the character of books which they present to the public. Their books must be worth-while, the trivial must be shunned if we would maintain our hold on the public.

Fewer and Better Books

The recent decline in prices of many of the cheaper lines of books which has been made possible by somewhat lower costs of materials, should greatly increase the volume of business in this class of merchandise, and it is only by an increase in volume that the publishers who have taken this aggressive step can come out whole. In this connection, I hope that all publishers will endeavor to make their prices just as low as is possible, consistent with substantial manufacture and a reasonable profit to themselves.

We should again reiterate the slogan of "fewer and better books." Greater quantity production of fewer items will answer many of the problems which present themselves to publishers and booksellers alike and will simplify the whole future course of our business. I realize that this is a difficult prescription, but it is one which is today facing the manufacturer in every line, and it is thru this alone that we can have a gradual lowering of prices while still maintaining a standard of excellence.

The public today is not looking for cheap goods, but it is weighing and considering carefully the value which is offered for its money. We are engaged in one of the best and most attractive businesses in which it is the privilege of any man or woman to be engaged. We are building up culture and taste, and the bookseller today ranks with the teacher and the preacher in influence on the life of

the community. Any community is better if it has in its midst a well-stocked bookstore with the proper atmosphere enveloping it, and I feel that you can all be proud of the profession in which you are engaged for your livelihood.

We have an opportunity presented by this convention for an exchange of ideas and a presentation of problems which should send each individual member who is present, home with a broader vision and a greater conception of his or her usefulness.

I have looked backward to point the morals of many of my observations but I am looking forward, hopefully and enthusiastically, to a greater sphere of usefulness for each individual bookseller and to more power and greater usefulness for this Association.

I want to take this occasion to thank all the members of this Association for the cordial support and cooperation which they have given me during my administration, but I want to make special mention of those executive officers who have done so much to make it a success.

To our secretary, Miss Walker, who has labored most diligently during the past year as chairman of the Membership Committee, I believe is due an unusual measure of thanks and also to the treasurer, Mr. Kidd, who has carried on the activities of his office so assiduously that in spite of the heavy appropriations which have been made to the book promotion work, our treasury is in the soundest possible

condition. To Mr. Nye, the chairman of the Convention Committee and to Mr. Estabrook, the chairman of the Program Committee, and their assistants on these committees is due great credit for the complete success which I believe will follow the various business sessions and entertainments of this convention. A few weeks ago when the unfortunate fire at the Willard completely upset the committee's plans for the convention headquarters, Mr. Nye acted with commendable energy in quickly making other arrangements.

I am glad I am in the book business. I have tried at different points in this address to tell you why I am glad that I am in the book business, and I hope to continue in this business to the end of my days.

I am very proud that this Association should have deemed me worthy to serve as its President for two years, and I thank you all for having so honored me. I have tried to carry on the activities of the Association to the best of my abilities and hope that I shall be able to turn them over to the president who will follow me in such condition that it may continue along broader and stronger lines year after year.

I sincerely hope that the days which are to follow during this convention will be both profitable and pleasurable and that you will return to your homes and your daily duties, inspired by new ideals and by a broader grasp of the possibilities of the business in which you are engaged.

Report of the Secretary

By Belle M. Walker

I HEARD someone say when we got off the train, that Mr. Conover had said that after he ate that luncheon that the Baltimore & Ohio had prepared for us,—which was especially delicious, that he felt both revised and enlarged, in the terms of the booksellers. Personally, I feel enlarged, but not exactly revised.

It is rather interesting to recall that the themes of the convention twenty-one years ago were "Maintaining Prices" and The Net Price System. Dr. I. K. Funk of Funk and Wagnalls said that they both rested with the American Booksellers' Association and now "Price Standardization" is the theme of this Convention and many may think that that also rests with this Association. It is also interesting to recall that J. K. Gill of Portland, Oregon, was on the Advisory Board at that time, and one of the speakers of this Convention is Mr. Hotchkiss of J. K. Gill Co.

Last year the Association offered prizes for the best articles summarizing the Convention addresses and discussions. The first prize was to have been a free trip to the Washington Convention, the second prize free membership in the Association for one year. It gives us great pleasure to announce that the winner of the first prize is Mrs. Mable Arundel Harris of The J. K. Gill Company of Portland, Oregon, whose prize paper was printed in the Convention Souvenir Number of the *Bookseller and Stationer*. The second prize was won by Maude Abbot of W. B. Read & Company, Bloomington, Illinois. Owing to the fact that this competition did not seem to be generally recognized, for we dislike to feel that the booksellers of the country found nothing in that convention that was worth commenting upon—only two responded—and those two were women. Just what this would signify is open to interpretation. The first prize

was not only to have been the railroad fare to Washington but also hotel expenses. As two contributions do not constitute a competition, the committee decided that \$50.00 for the first prize was fair.

Caravan Bookshops

In addition to the Caravan Bookshop originated by Bertha Mahony of the Boys and Girls Bookshop, Boston, another was successfully launched by Mr. Hiltman of D. Appleton & Co., who was so impressed with the opportunity for book sales in the small town that he sent his automobile caravan of 800 books, during the summer, thru Long Island, starting from Jamaica. In the fall it toured the Berkshires and New Jersey with notably good results. I received a letter not long ago from a farmer's wife in Kansas. She is the mother of three children all of whom have graduated from universities. She expresses rather vividly what a book caravan would mean to her.

"I had hoped to launch a shop which was to be that alluring thing—a bookshop with a personality.

I had so hoped to help the farmer's wife to a happier solution of the book question. I am that oft-pitied lady, a farmer's wife, and I have tried to interest booksellers in a caravan here. If you could know how we hunger for books. I am quite fortunate because I have access to several K. C. libraries. Then a truly gracious woman in New York sends me many books. But some time surely the farmer's wife will come into her own—and books.

I have sent for Miss Bessie Graham's 'The Bookman's Manual.'

My nearest bookshop is twenty-five miles away, and when you consider it takes two tons of hay or $2\frac{1}{2}$ bushels of wheat to buy a current volume, you can understand what a tragedy a book hunger is for a farmer's wife."

In answer to this I wrote and asked for more information about the price of hay and in reply received the following:

"I was delighted that you were interested in the comparative values of our farm products and books and should be very glad if the publishing of my letter would, in any way, bring the treasured books within our reach. The day I wrote you that letter, I had attended a farm sale where prairie hay sold for \$1.50 a ton—wheat was 75 cents and absolutely no market for corn. Corn here is selling for 35 cents with very slack market among the few feeders near.

I always give books for Christmas presents, and my list, quoting from Doubleday Page catalog at whose K. G. shop I bought the books.—

'When Winter Comes'	\$2.00
'If Winter Comes'	2.00
'Americanization of Edward Bok'	3.00
'Brimming Cup'	2.00
'Queen Victoria' (Strachey)	5.00
'Ursula Trent'	2.00

and I priced to buy Ford's 'Forty Odd Years in the Literary Shop,' but it was \$5.00—so you can readily see how the values affected me. Two whole tons of hay bought 'The Americanization.' Like all the book hungry, I am hoping prices will come down."

Invitations to hold the next Convention have come from the following cities: Detroit, Boston, Asheville, N. C., Santa Barbara, Calif., Milwaukee, Philadelphia, West Baden, Ind., Colorado Springs, and two from Los Angeles,

two from New York City, five from Atlantic City.

It seems only just to those interested in the conferring of the Honorary Fellowship to say that Mr. Melcher's name was sent in by several, but as he is chairman of this committee both modesty and ethics resulted in his absolute refusal to allow his name to be used. Hence the ballot was printed without his name. There is no man more entitled to this fellow-



BELLE M. WALKER, EDITOR OF THE BOOKSELLER AND STATIONER AND SECRETARY OF THE AMERICAN BOOKSELLERS' ASSOCIATION, AND VERNOR M. SCHENCK, CHAIRMAN OF THE RESOLUTIONS COMMITTEE.

ship than Mr. Melcher. No one has done more for the greater distribution of books than he and it seems as tho some special honor should be conferred upon him as he refused his name to be used in this connection.

The American Booksellers' Association placed a wreath on the statue of Benjamin Franklin at the celebration of the 200th anniversary of the beginning of Franklin's editorial career on January 17th.

I am not at all sure that it would not interest you to hear about the placing of the wreath. After consulting with the President as to just what sum of money the booksellers should spend on Ben Franklin, we decided that

ten dollars would be quite sufficient. So I was asked to get the wreath. I was quite busy and delayed buying the wreath until the morning of the day. I had consulted with Mr. Butler and he said he would go with me and represent the Association. So I went that morning and ordered the wreath and told the boy to bring it to the office, hoping our boy would take it. I got into the office at 2 o'clock. The ceremony was to be at 2:30, and I discovered that the wreath hadn't come. At 2:10 the wreath came. It was taller than I am, and our office boy was half the height. Mr. Butler hadn't come so I waited for him, sending the boy ahead with the wreath. When Mr. Butler came in one door, I shoved him out the other, and went to the City Hall. When I got there, there was quite a crowd around the enclosure, and there were soldiers and a band. We crawled under the ropes; I went to Mr. Smyth, who was the chairman, waiting for the wreath, and there was no wreath, so I just oozed out under the ropes again and hunted for the boy. There was no boy. So I returned and told the chairman there was no boy and no wreath, and he said: "That's all right; take one of these wreaths." I had never seen the wreath before. It was very much dolled up with the American flag and all kinds of things that I hadn't ordered. He said: "It belongs to somebody; take it." I said: "But it doesn't belong to me." He said: "That makes no difference. I will give it to you and you hand it to me. Now, you step back." I stepped back and he stepped forward. Within two feet of each other he handed me this wreath. I took it and handed it back with great ceremony. With great ceremony he went and hung it on the statue. I came back and heard a voice: "Here I am." The office boy with the wreath. Nobody paid the slightest attention. I said: "Where have you been?" He said: "Been? I've been trying to get here. I got into the subway and the guard would not let me on. I told him: 'But this is for Ben Franklin' and he said: 'I don't care a damn if it's for the Pope.'" So he stole rides on taxicabs and cars and finally got there. So, the *American Booksellers' Association* placed a wreath on the statue of Ben Franklin. [Applause.]

We are very glad to report that among those who have come a long distance to be present at this Convention are A. J. Jarvis of Ottawa, Canada, first vice-president of The Canadian Booksellers and Stationers Association, and C. Foster Brown of Foster Brown Co., Montreal.

We have also received a telegram of congratulation from G. H. Kiat & Co., Malay Peninsula, Singapore, Asia. Mr. Goh Hoodkia, managing partner of G. H. Kiat & Co. sends the following greeting to the members of the American Booksellers Association:

"I take this opportunity of wishing you every success in your work and kindly convey my greetings to all the members."

This is the firm that is proud to carry on the top of their letter-head the following line:

"Member of the American Booksellers' Association."

I wish to thank the President, Eugene L. Herr, for his continued and continuous courtesies and co-operation during the pleasant two years that I have had the privilege of working with him, and also to thank our Treasurer, Mr. John G. Kidd, who has made the Chairmanship of the Membership Committee a very pleasant office, which I must regretfully decline to accept for another year.

The Associated Booksellers of Great Britain and Ireland extend invitation to the American Booksellers Association.

Walter J. Magen, in a recent letter to your secretary says:

"I have the greatest pleasure in saying that we are holding our Annual meeting in London this year and if any members of the American Booksellers' Association should be in London from June 9th to 12th, I shall be pleased to welcome and introduce them and invite them to our banquet on June 10th."

[On motion duly made and seconded, it was unanimously voted that the report of the Secretary be accepted and spread upon the minutes.]

PRESIDENT HERR: We are very much honored in having with us our fellow bookmen from Canada and if they are in the room, I wish they would stand up so we can see them—Mr. Jarvis and Mr. Brown. Fred H. Tracht is here, not only as an individual member of the Association, but as delegated representative of the Illinois Booksellers' and Stationers' Association, which met in convention last week.

MR. TRACHT: I found in the convention last week, that the Illinois Booksellers' and Stationers' Association was a lively infant, only one-third of age—seven years old, but doing nicely, and well-nourished. The meeting was held last week, May 2nd and 3rd, at Decatur, Ill., and it was a meeting whose keynote was optimism and enthusiasm. The meeting next year will be held in Champagne. Will Johnson of Bloomington is President, and I extend to you all a hearty invitation.

Report of the Treasurer for the Year 1921-1922

By John G. Kidd

Balance in Treasury May 10, 1921\$1132.15

RECEIPTS

Certificates of Deposit cashed	1000.00	
313 members' dues at \$10.00	\$3130.00	
133 members' dues at \$ 5.00	665.00	
3 members' dues at \$ 2.50	7.50	3802.50
Interest on Liberty Bonds	42.50	
Interest on Certificates of Deposit	10.00	52.50
		5987.15
		<u>\$5987.15</u>

EXPENDITURES

Children's Book Week-Year Round Bookselling	\$1000.00
Refund of Dues	15.00
Incidental Expenses	83.20
Adv. Baker & Taylor <i>Bulletin</i> , PUBLISHERS' WEEKLY, <i>Bookseller & Stationer</i>	255.00
Board of Trade General Expenses	100.00
Fair Trade League	100.00
Expenses of Speakers to Convention, 1921	271.95
Expenses of Officers to Convention, 1921	175.00
Expenses of Convention at Traymore	156.05
Reporting Convention, 1921	251.65
Printing, postage, including programs, rosters, fellowship blanks, 1921 circular letters, etc.	994.74
Stenographic Salary Account	271.00
Prize for essay to Mrs. Mabel Harris	50.00
Convention Committee, 1922	200.00
Certificate	1000.00

Cash on hand May 8th\$4923.59
\$1063.56 \$5987.15

ASSETS

4 \$250.00 certificates of Deposit 4% *	\$1000.00
U. S. Liberty Bond par *	1000.00
Cash in Bank	1063.56
	<u>\$3063.56</u>

* Safety Deposit Box.

COMPARATIVE STATEMENT FOR LAST THREE YEARS

	1919-20	1920-21	1921-22
Dues collected from members.....	2682.00	2980.00	3802.50
Net expenses, not including purchases of certificates of Deposit and bonds	2674.47	3047.66	3923.59
Net assets end of each fiscal yr.	2758.10	3132.15	3063.56
Membership for each fiscal yr.	272	353	437

TREASURER: Since the Convention was opened this morning with some sledge hammer tactics and all that sort of thing, we have been able to add 26 new members, giving us a total of 462 members in the Association. This means absolutely net and there is no dead wood

at the present time in this list. If the dues are not paid within two years the member is dropped from the roster. It seems to me as Treasurer,—I perhaps know more about this membership business altho I have had practically nothing to do with it,—than anyone in the

organization, and I want to say this: that our Secretary, Belle Walker, has accomplished wonders. I think she secured over twenty members herself; the balance of the ten or eleven came in of their own volition and I think instead of wasting the Association's money on Ben Franklin, we should get a large bouquet of American Beauty roses and present them to her, with our compliments. [Applause.]

[On motion duly made, seconded and unanimously carried, it was voted that the Treasurers' report be received and that the books be referred to the Auditing Committee, to report at the Executive Session on Wednesday.]

PRESIDENT HERR: I will appoint the following Auditing Committee:

B. E. Sanford, Chairman.

Frank Zercher of the Regal Umbrella Co., York, Pa.

Fred H. Tracht, Univ. of Chicago Press.

Please arrange with Mr. Kidd to secure his books and vouchers, etc., at a convenient time.

I will appoint these two convention committees:

The Resolutions Committee as follows:

V. M. Shenck, Chairman.

Marion E. Todd

John T. Hotchkiss

Ralph Wilson

G. B. Bingham.

The Committee on Nominations as follows:

Walter S. Lewis, Chairman.

M. G. Nusbaum

Harry V. Korner

L. W. McFarland

Mrs. A. S. Morris.

Arrange your meetings and be prepared to turn in your report at the Executive Session Wednesday at 2:30.

Report of Program Committee

By J. Joseph Estabrook

THE program committee as usual presents its reports in printed form which all of you hold in your hands.

This afternoon we will have presented to us some very interesting and valuable papers on "Modern Effective Bookselling."

"Price Standardization" the big outstanding feature of this convention and probably the most vital subject ever presented for our consideration at any convention will be the most prominent part of our business for tomorrow.

We feel that we should congratulate ourselves that we are to have the opportunity of listening to Hon. M. Clyde Kelley, sponsor of the widely discussed Stephens-Kelley Bill which is now pending in Congress, and Hon. Joseph E. Davies, General Counsel for the American Fair Trade League, and also Hon. John Jacob Rogers, Co-author of the Rogers-Lodge Mis-Branding Bill.

Much of the success for this part of the program is due to Edmond A. Whittier, secretary-treasurer of the American Fair Trade League, and our own Charles E. Butler, chairman of the Board of Trade. Thru their interest and earnest co-operation we are able to have on our program the three best informed men on the subject of Price Standardization.

I want to ask your cooperation in the Wednesday morning program, "The Wrongs and Rights Of It." During this session several problems annoying the booksellers will be brought forward for general discussion. These topics have been received in the form of letters

from members of the book-trade. We felt that if all complaints and trade problems were segregated in one session, more of the members



J. JOSEPH ESTABROOK, CHAIRMAN OF THE PROGRAM COMMITTEE

would interest themselves and feel free in expressing their opinions.

Your committee would like you to let us have in written form any matter that you believe is worthy of general discussion and if possible we will try to find someone attending the con-

vention who is thoroly familiar with your problem to lead the discussion.

Now—let us all go to work! Let us make this the most inspiring convention that the booksellers of America have ever held. It is entirely up to us!

Report of Chairman of the Entertainment Committee

By Simon L. Nye

MR. President, Fellow Members and Guests: I am glad to see so many of you here, which proves to me that our publicity has borne fruit. I wish to express my thanks to the travelers who have kindly and liberally spread our propaganda, shown by the registrations here from Oregon and Texas, from Maine, and all sections of the United States. In passing, I want to mention and thank

offer. We appreciate it, however. There is one in particular, without whom we could never have made any progress. I refer to our most efficient and painstaking secretary, Belle Walker. (Applause.) She has done wonderful work. She has established vibrations between New York and Washington, and I will confess that I have never had a more extended or extensive correspondence with any female of the species, not even excepting my wife.

I want to thank the members of my committee who have so ably assisted me in perfecting our arrangements here. I am mighty glad to see so many of you here and I am sure that tomorrow this room is going to be crowded, for I understand a great many are coming later today, some having missed the earlier train from New York. We are looking forward to going down in history as the largest convention that has ever been held up to this time. I thank you. [Applause.]

MR. KIDD: I haven't anything to say gentlemen, except that up to within about twenty minutes ago we had 462 members in this Association and we need 38 to make 500. We would like to have them.

PRESIDENT: The first formal paper on our program is on "Selling Juveniles Fifty-Two Weeks in the Year." The paper has been written by Gertrude Andrus, Manager of the Children's Book Department, Frederick & Nelson, Seattle, Washington. Unfortunately, Miss Andrus, who was in the East a couple of weeks ago has been compelled to return, and her paper will be read by Marion Humble of the Year Round Bookselling Committee.

MISS HUMBLE: I want to add just a personal note of introduction to Miss Andrus's paper. The reason she came on a couple of weeks ago from Frederick & Nelson of Seattle, was because they are going to enlarge their children's book department to include adults' books. Miss Andrus has been so successful in selling children's books 52 weeks in the year that they want her to try selling adults' books as well.



SIMON L. NYE, CHAIRMAN OF
THE ENTERTAINMENT COM-
MITTEE

by just a word, the following publications, of which I could say a great deal if time would permit, but I will do nothing but mention them and express the thanks of the committee: *The Bookseller and Stationer*, *The Publishers' Weekly*, *The Modern Stationer & Bookseller*, The Baker & Taylor Company, I and M. Ottenheimer, D. Appleton & Company, Geyer's Stationer, L. M. Cross, editor of *Successful Selling*, and Doubleday, Page, who very kindly volunteered to furnish our program for us free of charge, but owing to the principle under which we endeavored to arrange this convention,—that is, to run the convention under the auspices of the Booksellers' Association, we were forced to decline their kind

Selling Children's Books 52 Weeks in the Year

By Gertrude Andrus

Manager of the Children's Book Department, Frederick & Nelson, Seattle, Wash.

SHE had on a silk dress trimmed with real lace and she wore a few good jewels.

She was on her way home from South America with her grandson, who was seven years old and who was to live with her and go to school. When they arrived in New York, she prepared for the long train journey west by buying the child some plasticene and some colored balls which fitted into holes. These were to furnish him with entertainment for three days; but the first day seemed to exhaust their possibilities.

I made his acquaintance in the observation car while I watched him study hungrily the pictures in the *Literary Digest* and in *Asia*. "Did you ever hear about Cinderella?" I asked, "or Peter Rabbit, or Jack the Giant-Killer, or Red Ridinghood?" "No—tell me." And then, "tell me another." I had the same feeling in telling stories to that child that I have when I pour water on a thirsty plant, and the same desire to see growth.

Catch the Child's Own Interest

His grandmother typifies that large group of people to whom a book is the last thing thought of in connection with a child's amusement. To us, who live our lives completely surrounded by books, it is incredible that so many people should be devoid of the least interest in the printed word and should be so unenlightened as not to appreciate what books may mean in the spiritual development of their children.

It's easy enough to sell books to people who know they want them, and *they* are the ones who *will* buy 52 weeks in the year. But the folks whose purchases make up the difference between success and failure in our business are the ones we have first to convince that proper books are as essential as proper food and that they will give as much pleasure as a toy.

That's a pretty hard thing to do and it's an impossible thing to do without the active co-operation of the children. Catch *their* interest, *make* them want to come to see the books, give them the feeling that the shop belongs to them, that the people in the shop are their personal friends, that in the shop there are things going on in which they are interested, and you will have those children not only talking books to their parents but talking about your particular shop as *the* place to get those books.

Probably the most successful event which

we have had in our book shop was the boat-building contest which lasted for a week and nearly ruined our nerves and dispositions. And because it didn't double the day's sales, I suppose some folks would call it a waste of time. To us it seems the best of propaganda, for it brought us fifty or a hundred boys during the day, each one doing something that he wanted very much to do and having an extremely good time in the book shop, which from now on will be associated in his mind with an agreeable experience.

We had a display of boat models made by one of the manual training classes and we had an ex-sailor who gave the boys practical instruction in making and rigging boats. We waded in shavings, and knives flourished in dangerous proximity to the other fellow's ears, but we came thru unscathed, fully convinced that it had been good for business and that we had made friends for our book shop who would not forget, and who, when they thought of books, would think of Frederick & Nelson.

One week Peter Rabbit came to see us. He came early in the mornings, and we asked all the littlest children to meet him. He had a little stage all to himself and a sufficient space was roped off in front of it, to prevent the more enterprising among the children from seeing the puppeteer.

A display of rag dolls made by children brought in crowds of people and gave us an opportunity for some good advertising; and a sleight-of-hand performance is going to give the older boys a lot of fun as well as sell a number of books on magic.

A Birthday Mailing List

A few bookstores provide a low table and chairs that fit short legs, and at this table may be found a collection of books just on purpose to be read, and handled, and looked at. This is really good advertising in several ways. It brings the children and mothers in to rest and look at books, and it sells definite books, for quite frequently a story isn't finished when the time comes to go home and so the book must be purchased to still the clamor. Moreover, it helps to keep the rest of the stock free from handling by restless, grimy, little hands.

What counts most in a bookstore is the personal relationship between the buyer and the seller and this is particularly true in the selling of *children's* books. It's so easy to

make friends with children, and it's so much fun, and it's such corking good advertising, for every father and mother thinks of course that their child is a most extraordinary child.

Mr. Hotchkiss, of Portland, Ore., who is here this afternoon, has an extremely clever assistant in charge of his children's department. She uses a birthday mailing list numbering about 2,500 names which is one of the store's most valuable means of publicity and in which she makes memoranda as to what books the child has and what books he wants. This list is consulted whenever a new book is purchased for a child, and the personal touch given in this way brings a customer back when *another* book is to be bought.

It doesn't make any difference how big or how little our business, it can be made bigger by the personality we put into our book-selling, and when we put as much thought into the selling of children's books as we put into the selling of adult books, we shall make books for young folks into a 52 weeks proposition. But not before.

Every alert business man recognizes the fact that by building his business with *children* he is building his business for the future. If their interest in his store is established in childhood the chances are good that it will continue into maturity. There are book-dealers, however, who belong to the class which is not interested in children's books. They know very little about children and less about their books, and they are too bored by the whole thing to try to find out more. So they poke what is frequently called the "juvenile collection" into the back of the store, and then sit down and wait for a merciful Providence to send in someone who *wants* to buy a child's book and who is so determined to spend money for that purpose that no obstacle will prevent him.

Books As Gifts

At Christmas time of course, children's books are to the fore. And there we have in a nutshell, the reason why we don't sell them 52 weeks in the year. *Everyone looks on a child's book as a gift.* Most of us do. And our customers certainly do. The very first thing that is indispensable to a year 'round selling campaign is to talk books for children as essentials, not as luxuries, as everyday necessities and not as occasional indulgences. We must set ourselves the Herculean task of convincing the grown-up who never read a book thru in his life that books are fundamental in his child's character

growth. People will do anything for their children's good; they will even *buy* books for them, if we can show them that it is worth their while.

Intensive advertising can accomplish anything. Isn't B. V. D. a part of our "American language." And doesn't "it floats" mean simply soap to us? If each one of us gives even a part of his attention to children's books for the whole twelve months of the year, we can make the association of ideas work for us overtime, so that when we say "children" people will instinctively think "books" just as they now think "shoes and stockings," "ham and eggs," "Haig and Haig."

Two Things To Do

We need to ally ourselves with every organization in our community which is working for children—women's clubs, parent-teacher organizations, schools, churches, and above all, libraries. We must convince them that we also are an educational institution and that we are actuated by something besides a desire to sell more books. We want to sell *more* books and we want to sell *better* books, and in order to accomplish our ends there are two things we must do.

First: We *must* be interested ourselves in children's books. If we aren't interested, we must pretend we are, until the pretense becomes a necessity. "Assume a virtue if you have it not." It can be done. Two books that will help to do it are Miss Hunt's "What Shall We Read to the Children," and Miss Moore's "Roads to Childhood."

Second: We *must* capitalize our interest by *pushing* children's books, putting them in a conspicuous position in the store, publishing lists on timely topics, circularizing the children as well as the adults, emphasizing personality in the selection of the salespeople and insisting on actual acquaintance with the book sold and a high standard of critical ability. The person who successfully sells children's books really *must know*.

Children's Book Week has shown what we can do when we put our minds to it. And the logical deduction is clear. If we put our minds to it we *can* sell children's books 52 weeks in the year. It means hard work and a lot of it. But there's always this alternative. We can sit and vegetate and mark about forty weeks off our calendar. All I can say is that the book-dealer who is content to do that doesn't deserve to sell *any* books 52 weeks in the year.

Some Aspects of Modern Bookstore Management

By John T. Hotchkiss

The J. K. Gill Co., Portland, Oregon.

"EAST is East and West is West, and never the twain shall meet" is not true of the booksellers, for the separated by days and nights of tedious railroad journey, there are booksellers gathered here today from the four points of the compass, and we meet on the common ground of similar problems and similar aspirations.

We are here for the purpose of getting light, if possible, on some of the problems that beset us, and for the wonderful inspiration that is to be gained from actual contact with a great body of representative men and women engaged in the same line of endeavor.

The keynote of this convention will be, I sincerely hope, one of practical optimism and its object, trade solidarity, for these are constructive forces by which all booksellers may benefit. I trust that it may also be a convention in which practical new ideas will be developed and old ones revamped.

Bookselling a Business

But, after all, ideas can only reach us in the terms of our own mental equipment. What the hen eats is given back in terms of eggs, while the same food given the cow produces milk. The problem then is to be able to recognize the significance of ideas, know why they are significant and the extent of their possible adaptability to the terms of our individual problems.

The old time bookseller bought books rather less with the idea of profit than because he loved them—he handled them—he dandled them—and like Ballinger in that lovable story by Roswell Fields, he hated to let them go, lest they fall into unappreciative hands.

Bookselling was a profession—open to the chosen few and catering to a limited clientele. The commercial spirit was taboo. So wrapped up in what he was doing, so in love with his own wares, was the old time bookseller, that he was in many cases scarcely aware of what was going on in the world about him. Times have changed. The bookseller is ceasing to be the backward child of the business world. Many factors are contributing to this change in his attitude. Prominent among them I think are trade papers, the PUBLISHERS' WEEKLY, the *Bookseller & Stationer* and others with their splendidly constructive editorials and helpful suggestions; the increased discounts allowed by the publishers; and the educational campaign of the American Booksellers' Association.

The modern bookseller tho drawn to his

profession today, as in the olden days, by a genuine love of books, and who is as desirous as his ancient prototype of introducing others to the pleasures he himself enjoys, is determined to make a successful business issue of bookselling. He knows that to keep his footing in the modern business world he must conduct his bookselling on a business basis. He must strive like any other merchant, for the extra turnover, to take his cash discounts, to maintain a mark-up in excess of his overhead, and to pay his clerks salaries that bear some kind of relation to salaries paid in other lines.

I am come from the far Northwest, from Portland, the Rose City, the gem in the crown of Oregon the Wonderland, to tell you that the J. K. Gill Co. has faced and is facing the same general problems that confront you. In fact we think we have a greater problem than most of you, and I will tell you why.

In order that we may have a better perspective of the Northwest and of the pioneer conditions that still influence, let us remember that it is only slightly over a century ago that William Cullen Bryant, his poetic imagination fired by the sonorous sound of the word Oregon seen in an old copy of Jonathan Carver's "Explorations," and by Lewis & Clark's wonderful descriptions of the "forest primeval" wrote an undying poem and sang of those "continuous woods where rolls the Oregon, and hears no sound save its own dashings" and thus forever fixed the name "Oregon" on the consciousness of man. It is only slightly over a century ago that the chanting of the *voyageurs* and the thrust of the canoe paddle were the only sounds heard on the bosom of the Columbia, mightiest of rivers, whose shores are now adorned for 200 miles with one of the greatest scenic highways of the world.

In Praise of Oregon

Oregon is almost unbelievably large in area, even today when huge sections, now known as Washington, Idaho, northwest Montana and a portion of Wyoming are no longer hers. The J. K. Gill Co. has a measure of the extent of this territory in the expense accounts of our travelers who cover it from end to end. Let me see if I can give you some idea of the physical proportions of Oregon, for this is an important factor in our problem of book distribution. I will quote from figures given me by John B. Horner, whose book "Oregon, Her History, Her Great Men, Her Literature" is published by us.

"If Belgium, Holland, Servia, Switzerland, and Montenegro, were placed side by side, then to that we added Massachusetts, Delaware, Vermont, Connecticut, there would be left in the confines of Oregon ample room for little Rhode Island."

Mere size, of course, does not make greatness but confidence is felt in the future of this state when it is realized that the greatest portion of the standing timber in America is in Oregon; that there are 23 million acres of land suitable for cultivation.

No Open Sesame to Success

While all these natural assets promise wonderful opportunities for the bookseller of the future, when Oregon shall have 20 million people instead of less than one, they have also constituted a problem that has required in its solving a management necessarily growing more scientific, and an organization necessarily becoming more efficient, as the J. K. Gill Company evolved from that little book and stationery store of 1871 thru successive stages to the present time when it is said to have the largest store in which is operated a retail and wholesale book and stationery business in the entire Northwest. I shall not talk to you about the great wholesale and retail stationery and office supply business of this firm. That is a story in and of itself. Neither shall I go into a discussion of the stupendous school text book business this firm operates in Oregon and Washington, tho it is the largest in the West. I shall not speak of the extensive service in book distribution rendered by our wholesale book department and our library department in their natural territory, Oregon, Washington, Idaho and Northern California. But since the majority of those present are interested in the retail book business, I shall stay primarily with some problems of the retailer, and our solution of them.

There is no more an "open Sesame" to success in bookselling, than there is in any other business.

"The price of liberty," said Patrick Henry, "is eternal vigilance". It is also the price of success.

If there is a bookseller today who does not know with certainty the percentage of his gross sales represented by his overhead as well as his average profit on sales, to him I say, if you can't work it out yourself, put your business in the hands of an auditor, before your creditors put it in the hands of a receiver, for as Little Orphan Annie says "The Goblins'll get you if you don't watch out". It is true that figures may lie. Perhaps some of us may agree with the man who said "There are three kinds of liars, the plain liar, the damn liar, and the statistician," but it is nevertheless true

that figures bring to light many important tho sometimes unpalatable facts.

An essential feature of management is the constant study to keep down the overhead. I do not wish to be unnecessarily bromidic but certain fundamentals cannot be repeated too often. San Francisco and Bay Counties Booksellers' League declared their operating costs in 1919 to be 33 1-3 percent of the selling price. This figure may seem to some of us a trifle high, but certainly the overhead is of necessity higher on the coast and in the Northwest than in more central points, nearer to publishing localities.

I think we may safely take it as a fact that the overhead of most bookstores in the large centers approximates 29 to 32 percent of the selling price. If then the average profit approximates 34 percent to 38 percent there is small margin for guess work.

The first thing to seek is an increased volume of sale—a speeding up of the turnover to make the gross profit increase faster than the overhead. For instance, Brown has a book business of \$50,000. To handle that business he has to have 3 clerks besides himself and a bookkeeper. His overhead is 32 percent or \$16,000. He could handle, and without any increase in rent, heat, light or salaries, say perhaps 20 percent more, or a total of \$60,000. This increase in sales without a proportionate increase in operating costs would cause his overhead to drop below 30 percent and thus afford him a good safety margin. Probably more businesses are wrecked thru lack of the understanding of the turnover and how to secure it than thru any other cause. It might not be amiss for us to consider the turnover here. An illustration or two used in an address at the annual meeting of the stationers of the Northwest may serve to strip the question to its fundamentals.

How to Figure Turnovers

Brown buys a load of apples for \$10. He pays a man \$2 a day to sell them. The apples are sold for \$14. Brown's profit is \$14 less \$10 the cost of the apples less \$2 the cost of the labor, or a profit of \$2 on the one turnover.

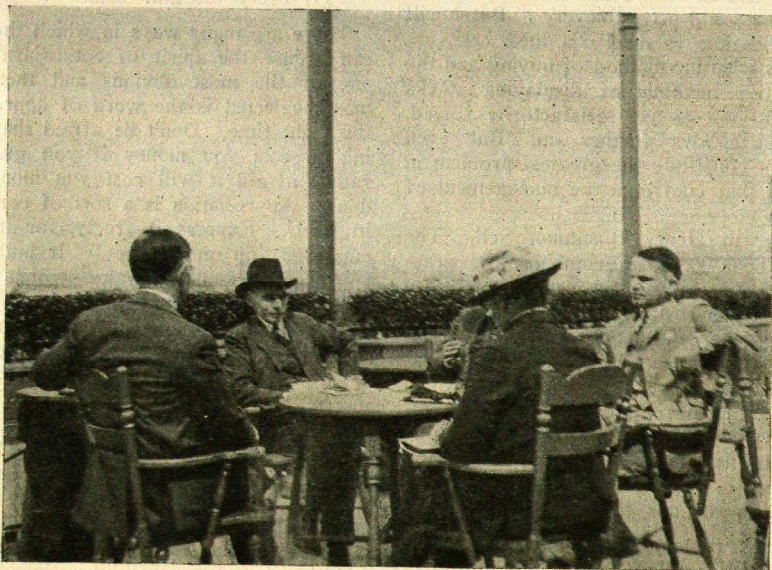
Suppose that by pushing a little harder the man sold two loads in a day. Brown then has \$28 less the cost of the apples \$20 less \$2 the cost of the labor, or a profit of \$6 on the two turns, which is three times what it was on the one turnover.

But suppose by additional effort 3 loads could be sold in one day. Brown then has 3 times \$14 or \$42 less \$30 the cost of the apples less \$2 the cost of the labor, or a profit of \$10 on the three turns which is 5 times what it was on the one turn.

But suppose the man demands more money for making the extra turnover, and is given \$4.00 per day. Brown's profit would still be \$8.00 on the three turns or four times what it was on one turn.

things that are overlooked, the little things that stand between us and success.

The question of what, properly speaking, is overhead may be answered briefly by saying it includes: rent, salaries, deliveries, supplies,



A COMMITTEE AT WORK ON THE ROOF OF THE HOTEL WASHINGTON. THE RESOLUTIONS COMMITTEE: MR. WILSON, MR. SCHENCK (CHAIRMAN), MR. BINGHAM, MISS DODD, AND MR. HOTCHKISS

There are other expense items that enter into the transaction but it is not essential to the point to discuss them here since it is a principal to which I am directing your attention.

Let us approach the turnover from another angle. Let us again take the case of Brown the Bookseller. Let us assume that his sales are \$50,000 and carry an average profit of 35 percent. The total cost of the goods sold must have been \$32,500. If Brown turned his stock twice it has been necessary for him to carry an average stock of \$16,250. If he turned 3 times his average stock would have been \$10,844. But say he turned 4 times which would be excellent, his average stock would have been \$8,125. On the difference in value of average stock carried, that is between the two turns and four, Brown has to pay 6 percent interest charges on the extra investment of \$3,125 or \$487.50, and has sustained a depreciation charge on the extra investment of about 5 percent, or \$406.25. He then shows on 4 turns as against 2, net gain from interest and depreciation alone of \$893.75.

Simple illustrations these, but they deal with fundamentals and I think fundamentals should be stated simply. It is often the obvious

general expenses, advertising, heat, light, insurance, taxes, bad debts, depreciation.

Those of you who heard the address delivered by DeWitt Carl Eggleston last year, or read it in the PUBLISHERS' WEEKLY, on an ideal accounting system for retail bookstores got from it many vital facts about costs. Since the bookseller is between the upper and lower mill stones of an inelastic retail price and a constantly increasing overhead cost, he must be constantly on the lookout for ways and means of reducing the overhead.

Now, he who would reduce his overhead must watch the leaks, for while, as some one has said, "revenues increase arithmetically, expenses increase geometrically." One of the most difficult problems to handle is the waste of time, and it is a problem which increases as the scale of importance of the individual decreases.

If all the time between the hours of opening and closing could be equally well used, reducing the overhead would be far less difficult. The employee who can, as Kipling says, "Fill the unforgiving minute with sixty seconds worth of distance run" is a *rara avis*. Watch him carefully or your competitor will steal him from you.

There are many other small "leaks" that cause the overhead to rise, such as getting stock by express that should have been ordered early enough to come by freight, mistakes in writing down customers' initials, street names and addresses and other errors caused by carelessness and petty thievery. But I will not take the time to dwell on these.

The most scientific method of buying and the most effective methods of displaying stocks are problems not as yet satisfactorily solved. The goal is always further on. But even these do not constitute the greatest problem in my opinion that confronts the management of the modern store.

According to Henry Blackman Sell, "The successful book salesman combines the graciousness of the well-tipped head waiter, the mind reading propensities of the Hindu Crystal Gazer, and some of the finesse of the French diplomat." A. Kroch of Chicago adds that "the salesman must be capable of keeping up the undying fire of enthusiasm, he must understand that the publishers' interests and his own and the stores are alike. Honest and cheerful service must be the watchword expressed in harmonious teamwork."

The Big Problem Is the Sales Force

We could, all of us, add a few additional requirements, I am sure, but these two gentlemen have made the problem serious enough. In fact, I wonder if they actually know of such paragons of salesmen as they describe or whether it is merely that they agree with Browning that "A man's reach should exceed his grasp or else what's a heaven for."

At any rate, our principal problem is not one concerning super-salesmen whom we often hear of but seldom see. It is rather the problem of the average salesman whom like the poor, we have with us always. What can we do to arouse an "undying fire" of some kind, in him?

Perhaps one of the most effective ways to get the best results from the members of the salesforce is to regard them not as machines but as individuals with joys and sorrows, aspirations and ideals like your own.

They are as responsive as yourselves to consideration, courtesy, enthusiasm, praise. In fact, if in your contact with those people who represent you with the public and on whom you depend to sell your wares and to reflect the atmosphere of the store, you have, by your recognition of the human element, by your willingness to give them a chance for their "white alley" aroused their enthusiasm for you and your business, you are fortunate. It is this enthusiasm, this loyalty, this co-operation that will make the wheels of your business go round more smoothly and swiftly and will

put you many miles further on the road to the ultimate goal, for as Kipling so truly says:

"It ain't the guns and armaments
Nor the army as a whole.
But the ever-lasting teamwork
Of every bloomin' soul."

There are many ways in which the manager can arouse the spirit of enthusiasm—perhaps one of the most obvious and therefore the most neglected is the word of appreciation at the right time. Don't be afraid that it is going to cost you money if you give it. Be rather afraid it will cost you money if you don't. Appreciation is a sort of compensation in itself. Express it freely, for it puts the employee "up on his toes." It builds up the spirit of personal loyalty which makes a department easier to handle.

This feeling of organization, this almost "family" feeling is an asset, the value of which we are only beginning to realize. It can be built up by aid of social activities, doing things together, such as getting up dancing parties, going to shows, dining together occasionally, forming study classes. Heart to heart talks with assistants, making each one feel that he is building himself as well as selling books, is another recipe for arousing enthusiasm, for ambition is always enthusiastic. Occasional talks to the whole department by able men, talks such as the one Emil Heikel gave Gill's Friday Night Class in Bookselling, helps keep up the fire of enthusiasm.

The financial return to the booksalesman should be in proportion to the production of that salesman. The old dogma that a "low wage is a profitable wage" is, I hope, on its last legs among forward-looking men.

The wage increase should, however, come out of the increased profits resulting from the employee's increased efficiency. Let us bear in mind that what Emerson calls "the law of compensation" is operative in the case of both the employee and the employer. And it would be well I think for every employee to read and ponder these profoundly significant words of our President, Mr. Harding: "there is no reward without labor,—no compensation without toil. The man who preaches contrary gospel is doing the thing that would undermine the American Republic. The sweetest enjoyment in the world is accomplishing toil."

The desire to serve and the joy in production hallows toil and lifts it above the purely materialistic, "where there is no vision the people perish," saith the inspired writer of proverbs. I read a short time ago of three workers in a quarry. One was asked "What are you making?" he answered surlily, "\$7.50 a day." The second man was asked "What are you making?" He answered "I am cutting

marble blocks." The third was asked "What are you making?" He said, "I am building a cathedral." The third man had joy in toil, the joy that comes from doing good work for its own sake. He had vision.

Now let us discuss that important element in the success of the modern store—the manager himself.

The Manager Himself

He is the captain of the boat—it is up to him. The crew may do their duty efficiently and well, but if the captain does not know how to lay the course what chances have the crew?

Descartes said, "I am, because I think." Constructive thinking, planning, developing and training assistants, building up enthusiasm, and encouraging team work, these are some of the things that mark the real manager.

"The drudge may fret and tinker,
Or labor with lusty blows
But back of him stands the thinker,
The clear-eyed man who knows.
Might of the roaring boiler,
Force of the engine's thrust.
Strength of the sweating toiler,
Greatly in these we trust.
But back of them stands the schemer,
The thinker who drives things thru
Back of the job, the dreamer,
Who's making the dream come true."

The manager's own problem is not to allow himself to become a putterer, to become submerged in detail that a subordinate could handle well, and possibly better. The temptation to try to do everything because he thinks he can do it better than others has caused many a promising manager to degenerate until he becomes like that elderly wight in "The Yarn of the Nancy Bell," who said:

"I am the cook and the captain bold,
And the mate of the Nancy Brig.
And a bo' sun tight, and a midshipmite,
And the crew of the captain's gig."

This type of manager seems unable to give other than grudging approval of a task performed by another. Someone said "The Mephistopheles of denial is in every man," and he looms large in that man who will not generously approve good work done by an assistant. Whether it is jealousy or plain stupidity or whatever the cause, the results are the same, the assistant is chilled, initiative is checked and the spirit of loyal co-operation severely shaken. There is a certain honor in the title of "manager" where worthily worn and with this honor goes a responsibility, not only that of making a good showing for the department but a responsibility for the welfare and growth of those who are under him.

"We are learning more and more" said Franklin K. Mathiews, "that that only is good business which is considerate of the other fellow, that it is in proportion as the employer is considerate of the employee and the employee is considerate of the employer, in proportion as the merchant renders good service to his customers, that business is established on a firm foundation."

Perhaps the best of all advertising is "good service." "He profits most who serves best" is as true today as it was when first spoken, because it is a fundamental law based on a great natural principle. It is a law applying both to individuals and to businesses and it is service more than price or any other one thing, that brings the customer back to your store time after time.

Advertising

A part of that service is the pleasant smile and spirit of ready good will that are characteristic of well-trained and happy salespeople. A part of that service is the feeling of optimism and genuine desire to please that pervades your book department. A part of that service is a well-balanced, carefully watched stock that somehow seems to include the things people want. A part of that service is a carefully handled order and reference department, to procure the odd titles not ordinarily stocked. These things are real advertising—the advertising that brings results. Other excellent forms of advertising that produce, tho in a lesser degree, are tying up with clubs, organizations, such as Parent-Teachers, Boy Scouts, Civic Bodies, and everything having a community interest, tying up with items of interest in the daily papers, thru show window displays, a card index file of book buyers, their likes and dislikes, and thru the personal letter which reaches the class directly interested and which is good, I find, for about 20 percent immediate return, when carefully planned.

A certain amount of newspaper advertising, featuring the book idea, the charm of reading, the joy of ownership, rather than specific titles that are discussed today and dead tomorrow, is profitable if given in homeopathic doses.

Working hand in hand with the librarian in the interest of reading is another opportunity often overlooked or undervalued. The librarian says, "I find booksellers unresponsive to suggestion and offers of co-operation." The bookseller says, "I haven't time to bother with them." But such is not the case in Portland, for we know the value of teamwork and organized effort. We have the measure of the problem of the bookseller and the librarian in the startling figures showing the enormous

sale of chewing gum, of candy, of tobacco as compared with the sale of books, so if we "haven't time" we take it from less important matters, and give careful consideration to any project wherein the librarian and bookseller can do constructive work together.

Only a few weeks ago the booksellers helped to put over "Library Week" in Portland, in cooperation with the Public Library which was soliciting gifts of books to be used as replacement copies. "Library Boxes" were made and put in conspicuous places in our stores, with signs explaining their purpose. We advertised Library Week in the daily papers, also the fact that we would call for and deliver the books intended as gifts to the library.

Co-operation With the Library

In each book sold during the week, we inserted a printed circular saying "when you have finished this book will you give it to your Public Library if you have no other use for it."

Library week was a success from the standpoint of the quality as well of the quantity of books given, and what is more the attention of the city was once again strongly directed to the subject of books, and their part in modern life.

We consider it a prime requisite of good management to co-operate heartily in all national book events planned or suggested by the Year Round Bookselling Committee.

And that happiest of inspirations, Children's Book Week, is an event of real importance in Portland. It is featured strongly in all departments of our business. Special displays of the best juveniles, both old and new, are sent on request to any library in our territory, together with printed matter and posters.

Special letters and announcements together with carefully selected suggested lists of juvenile books for stock are sent in advance of the week to the book dealers in the smaller places urging co-operation thru special window and inside displays.

Plans for Children's Book Week are carefully worked up and arrangements made weeks in advance for newspaper advertising, for window displays, for book talks in the department, and before civic organizations, for book contests and other schemes.

Book displays are loaned for use in the branch libraries in the outlying sections of the city, thus giving thousands of children and their parents, an opportunity they might not otherwise have had to look over many beautiful and worthwhile new books and at the same time emphasizing the desirability of good books for gifts.

Special lists of books recommended by librarians and booksellers are featured in advertising and displays and are distributed by the thousands, thru the Parent-Teacher Organizations, Boy Scouts, Camp Fire Girls, and other organizations, as well as in the store.

County and State fairs have proved good opportunities for us to do educational work along the line of children's reading. Missionary work of this kind may seem to some to be of little value, but we consider it constructive work in bookselling and therefore worthwhile. We never fail to put in a book booth and a well-trained attendant whenever the opportunity presents itself.

The tie-up with the Boy Scout Executives and leaders is a definite part of our program. The book-trade is, in my opinion, under very great obligations to Franklin K. Mathiews, Chief Scout Librarian, for his wonderfully farsighted and constructive handling of the question of the boy's reading. Altho some of his pronouncements were felt by a certain part of the trade to be a little unjust, in that they indicated the scrapping of a number of very active series of boys' books, yet so fundamentally right was Mr. Mathiews that I am not certain but that he deserves an Honorary Fellowship as one who has done much for the book-trade.

Recommended Juveniles

The Boy Scout executive in Portland, Mr. Brockway, is doing simply invaluable work with his leaders and his 2500 Boy Scouts and we find it well worthwhile to feature Boy Scout week strongly in newspaper ads and show windows in "The Boys' and Girls' Own Book Shop", where there is a special room called "The Boy Scouts' Book Room." This room is a Mecca for Scouts. They drop in to see the books, register in the Scout guest book and listen to talks on how to make wireless sets and other absorbing topics.

Featuring worthwhile juvenile books is one of the most farsighted, as well as immediately profitable plans that any book-store can put into operation, for it has often been said the way to the mind of the mother is thru the heart of the child.

Back in 1914 we made a very definite step in this direction when we discontinued a number of series of juveniles previously sold in quantities and set apart on our juvenile floor a special room of considerable proportions in which we announced that we would carry only such books for boys and girls as were recommended by our city and state libraries and by the A. L. A. This idea has grown until now it is a highly important part of our book business, and "The Boys' and Girls' Own

Book Shop" has become an important factor in the community life of our city.

Featuring local authors is another of our plans to make the bookstore an integral part of the community life.

"Oregon Authors' Week" in November of each year is the outgrowth of this idea and has now become an annual event of recognized importance. Rather extensive plans are made for the week including the informal receptions in the book department which is a congenial background for the meeting of Oregon writers and Oregon booklovers. It also stimulates the ambition and interest of a younger group of writers with whom I believe the publishers must reckon in the future.

It was in the book department that Edwin Markham was so royally welcomed by Portland booklovers, on the occasion of his return to his native state after many years of wandering.

Invitations were sent the patrons of the arts and a very large crowd of choice spirits gathered on the afternoon of the Markham reception to do our great poet honor. Among other interesting events of the afternoon, aside from the remarkably fine response by Mr. Markham to the dedication and presentation of the Edwin Markham rose, was his election as Poet Laureate of Oregon. The official presentation of the laurel wreath and the ceremonies of the coronation took place in the evening at an invitational lecture extended by The J. K. Gill Co. to the booklovers of Portland.

At a banquet given the *literati* of Oregon by The J. K. Gill Co., "The Oregon Writers League" was formed. This league which now has upward of 150 members active and associate, still further accelerates the growing interest in things literary in Oregon.

I think I should fail in my duty if I neglected to speak at this time of another problem of bookselling that concerns all of us.

Relation of the Bookstore, Department Store and Publisher

Some in our ranks damn the department store, others with equal emphasis damn the publishers. I cannot find it in my heart to do either. It seems to me that the department store book departments undoubtedly have committed business sins in the past, yet they have, with their modern methods proved invaluable aids in effectively, if somewhat rudely, awakening the bookseller—the Rip Van Winkle of the business world—from his dreams wherein intruded no thoughts of turnovers, of depreciations, or mark ups.

Just as the live bookseller adds the knowledge of merchandising to his love of books, so the live department store manager adds the

appreciation of books to his knowledge of merchandising.

There are today, in my opinion, no keener members of the bookselling family than some of those who are in charge of book sections in department stores.

As to the publisher, I hold no brief for him. He is no freer from the shortcomings attendant upon faulty vision than others of the book producing and distributing family. In the main the publishers deal as fairly with us as we with them, nor can we justly blame them very much for the "you've got to show me" attitude.

Let us not forget that it has not been many years since the bookseller and the department stores were hotly contending for the right to sit on the dunce's stool of the business world by cutting prices until there was neither honor nor profit in bookselling.

"All For One and One For All"

So great a lack of understanding of sound business practice and so little appreciation of the "rules of the game" is shown by some of us, that when increased discounts are mentioned, there are both booksellers and publishers who join in raising the question "Will it not cause the weak-kneed among us, and those who fear honest competition based on service, to begin anew the selfish scramble for temporary advantage at the expense of one another? Will it not result in throwing the book-trade back into the unhappy state in which it was years ago?"

In light of these things, small wonder, is it not, that the publisher in effect says, "You may give away your profits if you've no better sense, but I'll be hanged if you can give away mine, too?"

The statement of William Penn some three hundred years ago that "We are met on the broad pathway of good faith and good will so that no advantage shall be taken on either side" is a broad and stable platform whereon the bookstore, department store and publisher may stand to the welfare and profit of all three.

Surely it is only the short sighted who fail to realize that the future welfare of the bookseller, the department store book section and the publisher is so closely knit that to injure one is to injure all. It seems to me that they might well adopt for their working slogan the pledge of the three guardsmen "All for one and one for all."

The graver problems of management differing in detail are fundamentally the same in all lines of business. The study of the turnover, the markup, the overhead, the sales force, is of vital importance to the bookseller as well as to other merchants. It is unfortunate that we have for so many years allowed

ourselves to assume toward other lines of business, an attitude of superiority that the facts have not justified.

Emerson says "We are as lazy as we dare to be" and I fear this is only too true of the great body of booksellers. By refusing to learn to play the business game according to the rules governing it we have virtually kept the book-trade on the side lines while other businesses under clearer-visioned leaders have forged steadily ahead.

We, who profess to deal in the productions of the brain, and who modestly admit that not all the brains in our shops are between the covers of books, have allowed ourselves to be outstripped by those of less pretension, "the butcher, the baker, the candlestick maker," who thru their easy victory have acquired a sort of tolerant contempt for both bookseller and his business.

The Year Round Bookselling Campaign

By Frederic G. Melcher

Chairman of the Year Round Bookselling Committee.

WHEN we voted so unanimously last year to come to Washington for this convention, I know we all had the feeling that we had gained the right to choose Washington because we had actually become an association of national significance, and it is this same feeling, that we have become national and can take a place among those associations sending their influence all over the country, which is to-day being emphasized. We have had read a paper from Seattle and enjoyed a notable address from Oregon. The fact that I have discovered Mr. Hotchkiss to be as great an orator as he is a writer (and he is my favorite correspondent), leads me to venture this quip in return, that "There Rolls Oregon"—"Massachusetts Here She Stands."

At the start I would like to bring to your mind the picture of the building which I saw in the early light as I came over from Virginia this morning, the Lincoln Memorial. The sight of its tremendous columns sent me back in thought to an oak knoll in Southern Indiana, near one of the humblest of railroad crossings. One goes up that knoll to a very plain little marble monument marking the place where rests Nancy Hanks, the mother of the man who is honored by this great monument. In a country that can move as far as that in one generation, it is not at all surprising that we booksellers feel conscious of a wonderful heritage—and believe that we may go ahead with speed.

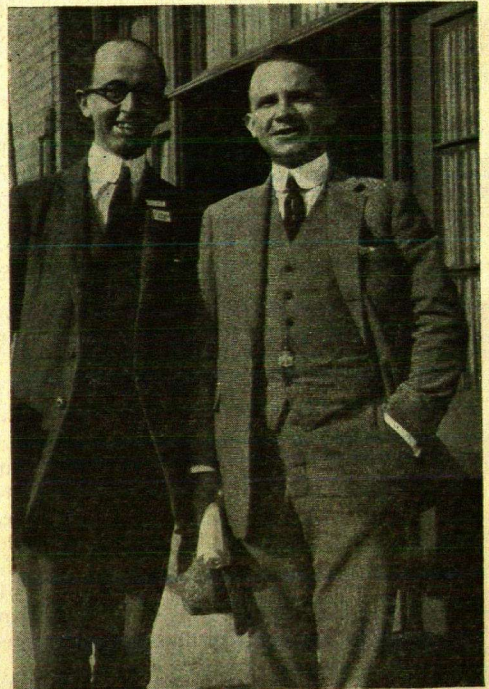
But if I do not misread the signs of the times a great awakening is at hand. The bookseller is gaining in ability as a merchant without losing his love for and appreciation of books.

The material reward that follows in the train of real merchandising ability constantly adds new fuel to the flame of his interest in that greatest of all games, modern business, and new appreciation of the merits of the greatest of all games, modern business, and that greatest of all merchandise, books.

I would that all of us, wheresoever dispersed, might take into our minds and hearts with the steadfast determination to translate into action, the thought that Addison makes Cato voice when he says:

"Tis not in mortal man to command success
But we'll do more, Sempronius, we'll deserve it."

Starting with the convention in Boston, thru Philadelphia, Atlantic City and Washington, we have been conscious that we are really



"THERE ROLLS OREGON—MASSACHUSETTS—HERE SHE STANDS"

under way, and that maybe at some time not too far distant we shall have a really national feeling, a national efficiency and a national power to do all that can be done thru book-selling. I believe that not since the invention of printing, which made possible the rapid spread of ideas, has there been a more interesting age to live and work in, because in our time, having learned how to multiply the book, we are now interested in multiplying its circulation. We find ourselves not alone in that interest, for, as we step forward, we find ourselves in step with other groups, the teachers, the librarians, the press. The Chatauquas emphasize books to supplement their speeches. The pulpit gives remarkable response to Religious Book Week, emphasizing the relation of the written to the spoken word. And we, the booksellers and publishers, find that we are just stepping on with others, not apart from them, and in this fellowship we find new confidence and strength. When we get a new vision of what we are to do, we get new strength to do it, and from new strength comes a new vision, and so the cycle goes on. I believe we have made a marked advance in our profession, and we cannot yet appreciate how much new invigoration has come from new people, new methods, new enthusiasm.

There are four points on which we have been able somewhat to clarify our minds and on the last of the four I speak to-day. We have first, a much higher conception of the function of bookselling than we have had in the past; second, a higher idea of our responsibility in giving trained service in book-selling; third, a higher vision of the virtues of organization, of being a national association and of working with others; and fourth, a consciousness of a wider public recognition of what bookselling is. These campaigns have given us an assurance that the public is interested in the bookstore, while we thought they were only standing around joking about us.

Growth of Children's Book Week

I am speaking for the Year Round Book-selling Campaign of the National Association of Book Publishers. I want you first to look at its growth as a co-operative effort, as shown on this chart. Three years ago when we started Children's Book Week we had about 600 co-operating in the work. You remember that it was at the Boston convention that the idea was launched. The response from all over the country has shown that the idea has grown into a national event, of which we cannot yet see the end. This year it has been made a part of the conven-

tion program of the National Educational Association, as important a body as could add its influence and backing to putting "more books in the home."

Then I ask you to read the other column, showing the total to which co-operation has increased. Our mailing lists are significant. There is a list of 1880 dealers who are interested in having ideas which will help book-selling; a list of libraries, nearly 500, who want to give their help and co-operation, and you know how much they can help; there is a list of 250 newspapers and editors who receive our material because it is real news that they need as news, and not as space fillers. We have with us about 95% of the publishers of the country who could be considered as being interested in trade selling, and a heavy percentage of the booksellers who could be considered in the same class. All this growth, as you will notice, has come in the most troublous years that American business has ever seen, except possibly the famous panic of '93. Book distribution has gone ahead in spite of these conditions.

Growth in Advertising

Publishers, on their part, have advertised more than ever before, and I ask those who are interested in advertising to show me many industries which have put forth any more energy in a time when energy was most needed. Retailers have used more energy and imagination than at any time in recent years. More bookstores have been started than in any of the years since I have watched the records, and that is not true of many other lines.

During this time we have had such co-operation from related groups as we hardly dared to expect. I point with deep pride to the fact that the Year Round Bookselling material has been asked for by booksellers, librarians, churches, clubs, schools, newspapers, magazines and individuals—more than a million and a half pieces having been distributed since the last time we met.

I want, before speaking of this year's program, to show what has been done since last May's convention. Our first effort was to get a Gift Campaign started—an effort which must continue until everybody thinks of gifts and books together. For the summer "Take Along a Book" proved one of the best slogans we ever had. We made a summer connection with the librarians by a Children's Book Week session at their great convention. We had our first contact with the Chatauqua, a lecture at the big amphitheater. There is this year the possibility that the traveling Chatauqua lecturers may do more to empha-

ize book ownership and home libraries. We had a fall campaign on "All Roads Lead to the Bookstore," and our third Children's Book Week, which grew to such an extent that we could hardly supply material. Then there was our first Christmas Campaign, which this year we hope to make even bigger.

As we turned to the new year we had these questions to consider. First; to decide whether it had all been worth while. We asked for the publishers' opinion, pointing out the weak spots and disappointments, asking them

dozen publishers underwrote part of this and formed a finance committee to complete the subscription, so that we might have it as the months went by and expenses rolled in. We had to make sure of retail co-operation so we sent word to nearly 1900 booksellers that we were off for another year. Besides more material, we had to insure close tie-up with the trade, and this Miss Humble planned to do thru news sheets sent out every two weeks. These have been, I think, a fine example of journalism. Then there had to be more cor-

GROWTH OF COOPERATIVE BOOKSELLING PROMOTION

1919

Names on mailing list
CHILDREN'S BOOK WEEK

600

May 1922

Names on mailing list
YEAR-ROUND BOOKSELLING

Booksellers	1880
Librarians	463
Library Commissions	41
Newspapers	236
Magazines	79
Publishers	91
Special Writers	15
	2805

YEAR-ROUND BOOKSELLING COMMITTEE OF THE NATIONAL ASSN. OF BOOK PUBLISHERS

THREE YEARS HAD SHOWN A GREAT SPREAD OF INTEREST IN BOOK
PROMOTION AS SHOWN ON THE BIG BANNERS

frankly whether results were coming in, and the answer was: "Go ahead again by all means!"

Second; what facilities and what sort of a budget was needed. The amount of material in demand had increased enormously, and we had to more than double the budget. A

respondence, more news stories, and more stories in the magazines. When all this program had been analyzed there was a budget of \$30,000.

Before such a campaign could be put on, we had to have new quarters and these were provided, giving room for a staff of three. Next

came the organization of a committee of fifteen, to be responsible for the detailed plans, and for this it seemed best to choose five sales-managers, five advertising men and five men experienced on the road. The next step in the mind of the one who had been elected chairman for another year was to secure, if possible, the continued help of Marion Humble, without whom the figures I have shown you would have been impossible. The fact that one and a half million competently prepared pieces of material have gone out on

vised by the publishers. It seemed best again to make the campaigns seasonal, so that dealers would be supplied with at least one good merchandising idea a month, which would be backed up by publishers in their advertising, or in their special plans for merchandise to be sold, this to be backed up as far as possible by the press and the magazines. To make the posters more useful, it was decided to send out to every subscriber a mahogany frame, such as these on the wall. It seemed an expensive item at the start—\$900—but to

THE YEAR-ROUND BOOKSELLING COMMITTEE

MAY, 1921 TO MAY, 1922

HAS SENT TO

**Booksellers, Librarians,
Churches, Clubs, Schools,
Newspapers, Magazines
and Individuals,**

1,507,874

**POSTERS, CIRCULARS,
CIRCULAR LETTERS AND
PERSONAL LETTERS**

THE EXTENT TO WHICH THE ACTIVITIES OF BOOK CAMPAIGNING HAD GROWN WAS PROCLAIMED ON PAGE POSTERS

time is mainly due to Miss Humble, as the committee as well as the chairman will testify. After increasing and revising our mailing list we were ready for a new season.

I will analyze only briefly what we have tried to do this year, but we weighed every possible lead sent in by the retailers or ad-

each of eighteen hundred interested dealers was mailed a frame which they are using from month to month, keeping the posters fresh for further use. Another new idea was the window transparency "Take Along A Book" which will meet a person's eye while he is looking into a shop window but has not

connected up books with his own purchase. We wanted to have as many posters as possible, so you would not be without a new one each month and many of them can be used for continuous display. We have tried color because that was most in demand, but we show here a silhouette by Ethel Taylor, a cartoon by Clarence Day, Jr., and a roto-gravure for a wedding gift poster prepared by the best of advertising photographers. This last poster will go out in a couple of weeks.

I want to speak for just a moment of our slogans. At our last convention we had a speaker who delighted to punch holes in the "Buy-a-Book-a-Week" slogan. I still like it and have found many more who do. We dropped it on account of the criticism that it had too commercial an aspect. We dropped it and searched for others. I think we have had, on the whole, as interesting a group of slogans as any advertising campaign has ever developed. We have not selected a final one but before you leave the convention I am going to ask you to give me a ballot on one to be used this autumn.

Our campaigns have won attention abroad, and we have had many letters of interest from Shanghai, Melbourne, Paris and London.

There has also been a large quantity of imprint material; 50,000 reproductions of Children's Book Week posters alone were sold. The only reason they were sold was that appropriations have limits, and it seemed that those who wanted to use the cards should pay for them, and we could spend more on the posters that we sent out free.

Books As News

I should like at some later session to bring to your attention a plan whereby the retailers can take up some special aspect of this program and push it thru on their own planning, so that what is going will go farther still while the impulse is strong.

It would be interesting if I could tell you anecdotes about the initiative and genius of the executive secretary of this campaign in getting books talked about. It is not by accident, for instance, that covers on popular magazines have several times emphasized books. The *Woman's Home Companion* for June will carry an article on books, which you will turn to and read for your own interest. When Children's Book Week came it echoed all over the country. This doesn't happen by accident. Books make news. No newspaper is expected to take as news, items that are not of themselves timely and interesting, but articles can be prepared in that spirit and made ready for those interested. During Religious Book Week there were

many special numbers among the religious periodicals and great piles of clippings came in from all parts of the country. There are two hundred and fifty newspapers on the list which have received the news releases, and the preparation of material for these once a week is a part of the work Miss Humble has undertaken.

We have also been interested in encouraging the publication of lists of books, tho not issuing them ourselves. The American Library Association has issued very timely lists, as have many magazines in connection with special articles. All this increases the chance that when there comes the impulse to buy a book, the suggestion of what book to buy may be present.

Books As Gifts

The radio proved a new opportunity. When William J. Bryan could not take time to talk at Newark about Religious Book Week, I took the assignment myself, and had a chance to speak into a thing that looks like an old gramophone cylinder and to know that, if anyone was listening, I could be heard from the Mississippi, to Montreal, to Florida.

I ought to read to you from the enthusiastic letters about the campaign that have come from the booksellers but I know that it is best that they be omitted at this hour.

I ask especially that you put all the effort you can into making the connection between books and gifts a positive thing. To get that over depends on co-operative work. The committee is trying to help you with the material. The roto-gravure poster "Will the New Home Have Books?" and the one emphasizing the place of books as graduation gifts, are going out to you. Talk books as gifts to your friends and neighbors. Talk it to your relatives, talk it anywhere, because it will somewhere get over to the public. You will get the autumn plans later, and November 12th to 18th will be the biggest Children's Book Week yet.

I think we all remember that within the week there was unveiled in this city another statute, that of Grant. And one thing we remember about Grant is that when Lincoln was asked about certain things being said against him he replied: "But I cannot spare him; he fights." When those who write books and those who publish books turn now to the American retail booksellers we think they are saying: "We cannot spare them; they fight."

Last year, when I was trying to become a better American by travel, I walked the Lincoln Highway early one morning in Grand Island, Nebraska where its path is

so straight that you almost think you can see it reach out and touch those great parks of the Rockies. It seemed to me that the nation within my time had come to understand that those places of wide vista belong to all the people and that what must be done now is to improve the highways so that all the people can reach them. In the same spirit

it is agreed that books belong to all the people, and they must be got to all the people. That is the responsibility of publishers, booksellers, librarians, teachers. Having undertaken to make books available, undertaken the task of adequately distributing them, we have an important part to play in an epochal time.

Morning Session—Tuesday, May 9th

Meeting was called to order by President Herr at 10 o'clock

The Book-Trade and Price Maintenance

The Report of the Board of Trade

By Charles E. Butler

Treasurer of Brentano's, New York

I DESIRE to express my thanks and appreciation for the honor conferred on me of beginning the proceedings of this momentous day, for such it is. For the first time in our history we are making a direct appeal to the Government and the people of the United States to establish by law the right of "Fair Trading" for those who desire to practice it, and defend them by law against the attack of predatory price-cutters who prefer that method of trading.

I will not enter into any discussion as to the rights or wrongs of the situation, for more able and qualified speakers will make arguments before you, to the Government and to the people of the United States.

Some of you perhaps may have but a hazy idea of what this movement fully means. It will be my effort, therefore, to enlighten you as briefly as I can, so that you can fully understand the entire situation as it will be discussed here today.

We are asking for the passage by Congress of the bill known as the 'Stephens-Kelly Bill H. R. 11, introduced in Congress by the Hon. M. Clyde Kelly. The object of this bill is for the elimination of unfair competition by means of Price Standardization.

The Kelly Bill provides:

"That in any contract for the sale of articles of commerce to any dealer, wholesale or retail, by any grower, producer, manufacturer or owner thereof, under trade-mark or special brand, it shall be lawful for such vendor (seller) to prescribe the uniform price and manner of settlement at what the different qualities and quantities of each, covered by such contract may be resold, *provided* that certain conditions are complied with," etc., etc.

This means that where a producer sells his merchandise at a *standardized price*, in accordance with this bill, the same must be sold to all consumers alike, by all parties concerned,



CHARLES E. BUTLER IS MORE SURPRISED BY THE CAMERA THAN WARREN F. GREGORY OF BOSTON OR C. F. BROWN OF MONTREAL

with certain provisions, etc., etc. Surely you all must fully appreciate the evils of price-cutting.

A very important factor in this situation is "The Federal Trade Commission." What is this Commission? What is its scope? It is a small body, created under an act of Congress, approved September, 1914. It is given a general power of investigation in respect to such corporations, and their relations to other corporations, individuals, associations and partnerships.

In Section 5 of the Federal Trade Commission Act itself, the following very important provision of declarative law is stated:

"That unfair methods of competition in commerce are hereby declared unlawful."

Section 2 prohibits in certain cases:

"Price discrimination where the effect may be to substantially lessen competition, or tend to create a monopoly in any line of commerce."

I claim that those two clauses fairly cover the entire situation that we are trying to remedy.

Along these lines a meeting was held in Washington by the Federal Trade Commission, October, 1917, to hear argument by representatives of both sides, pro and con, as to unfair methods of competition. At that meeting your speaker represented the book-trade and made argument in opposition to price-cutting and for price standardization. Many producers and sellers were present and among them some of the most notorious price-cutters. The Federal Trade Commission thoroly investigated this.

Now note: In December, 1918, about fourteen months after this meeting, the Federal Trade Commission made a unanimous report to Congress, recommending passage of the Stephens-Kelly Bill as amended. That is, the Kelly Bill was amended on the Stephens Bill.

It would seem that the meeting in October, 1917, had done some good. I quote from that report.

From Unanimous Report to Congress by Federal Trade Commission, Recommending Passage of Stephens (or Kelly) Bill As Amended December 20, 1918.

"The consuming public does not enjoy benefits by unfair price-cutting to compensate it for the injuries following demoralization caused by price-cutting. This for the reason that, in the long run, unrestrained price-cutting tends to impair, if not to destroy, the production and distribution of articles desirable to the public.

"There must be a common ground wherein the rights of producer, purveyor and consumer may each be fully secured and equity done to all. The search for such a ground has been a task of the Commission and results in the following conclusions:

"(1) That producers of identified goods should be protected in their intangible property right or goodwill.

"(2) That the unlimited power both to fix and to enforce and maintain a resale price may not be made lawful with safety.

"(3) That unrestrained price-cutting is not in the public interest.

(Now that is another vital point, that unrestrained price-cutting is not in the public interest.)

"Bills now pending before the Congress may well be made to meet the difficulties of the situation if amended to provide for a review of the terms of resale contracts and a revision of resale prices, by a disinterested agency.

"Therefore, it is recommended that it be provided by law that if the manufacturer of an article produced and sold under competitive conditions, desires to fix and maintain resale prices, he shall file with an agency designated by the Congress, a description of such article, the contract of sale and the price schedule which he proposes to maintain, and that the agency designated by the Congress be charged with the duty, either upon its own initiative or upon complaint of any dealer or consumer or other party in interest, to review the terms of such contract and to revise such prices and that any data and information needful for a determination be made available to such agency.

"Such legislation would seem to be in accord with the spirit of the times in that it is designed, by removing this perplexity, to promote the efficiency of manufacturing and commercial institutions and so to serve the interest of the consuming public."

Please bear in mind that this is the judgment duly rendered after a hearing and consideration of all the facts by the Federal Trade Commission, a body instituted by Congress to investigate and advise in such matters.

The attitude of the book-trade as presented to the Commission on November 1st, 1917, was and still is,

1st, That unfair methods of competition in commerce are daily and publicly practiced by predatory price-cutters.

2nd, That competition is lessened by the ruination of producer and seller alike, and the millions of people dependent upon them by predatory price-cutting, and further,

That a monopoly is established by predatory price-cutters who make their own cut prices and defy anyone to sell at such price or below, under the implied and direct threat of a price reduction war to the limit. They may sell as much higher as they please.

I claim, and that it is easily provable, that under Section 5 of the Federal Trade Commission Act and Section 2,

That the above methods of competition in commerce are unlawful, prohibitive and monopolistic.

In the absence of the enforcement of these legal provisions, we are asking for the passage of the Stephens-Kelly Bill for Price Standardization and the prevention of price-cutting monopoly, for the Supreme Court has made it clear that in the present state of the law the maintenance of a resale price by a producer is unlawful, therefore the Stephens-Kelly Bill is vitally important.

The Federal Trade Commission again, July 1919, filed with Congress a special report, renewing its previous recommendation to Congress in December, 1918, that manufacturers be permitted by law to fix and maintain resale prices subject to review by official authority.

The Commission further states that such a law would remove present complexity in the business world, promote the efficiency of manufacturing and commercial institutions and serve the interest of the consuming public.

There must be a common ground, the Commission said, wherein the rights of producer, purveyor and consumer may each be fully secured and equity done to all. The search for such a ground has been a task of the Commission.

All this was virtually said December, 1918, and July, 1919, and presented to Congress. It has had both these decisions, and the Stephens-Kelly Bill and nothing has been done. What is the matter with Congress?

Some of you may know of the Chamber of Commerce of the United States of America with headquarters in Washington. Few of you know or realize its great power and influence with its ramifications in every state of the Union. Every class of commercial industry is associated with it. Many important matters of countrywide importance are referred to it for consideration and advice by the government, and their advice and suggestions often accepted. It is one of the most powerful Chambers of Commerce in the country.

In the same period here mentioned, the Chamber of Commerce, by a series of referendum votes thruout its membership, considered the question of price standardization, with the result of a big vote in its favor, bringing a favorable report of their committee who in conclusion stated:

"Your Committee is convinced that legislation permitting the maintenance of resale prices, under proper restriction on identified merchandise, for voluntary purchase, made and sold under competitive conditions, would be to the best interest of the producer, the distributor, and the purchasing public or consumer."

I trust you all know the American Fair Trade League which stands at the forefront as a dominant leader in the fight for fair trading and price standardization. It has fought this fight in the face of the keenest opposition, and has seen the movement grow from small and disheartening conditions till to-day there is every evidence of successful achievement. The men composing this League are heads of some of the biggest producing and selling houses of the country, who have heartily endorsed and sustained the labors and activities of their Secretary-Treasurer, Edmund A. Whittier, upon whom all of the work has devolved.

For some years he has worked in and out of Congress with leaders, with associations, and in order to be near the seat of war at all times, he lives most of his time in Washington. To him we booksellers owe much, as well as every producer and seller in the country. He has even descended from his high estate to give his able support and assistance to the feeble effort made by the speaker to arouse a national movement for price maintenance, using the book-trade of the entire United States as the nucleus.

What Has Been Done in the Name of the Book-Trade

A leading bookseller in every state was selected, and to him were sent samples of the propaganda, with the request that he reproduce them and spread them broadcast, thruout his state, by using all the other booksellers therein to reach all the other producers and sellers they could, enlisting their active support in favor of price standardization. This has been well done in New York State, Pennsylvania and Illinois. This effort is to be continued until the Kelly Bill is passed.

In addition, the American Fair Trade League has sent out to hundreds of big producers and merchants the country over, the propaganda of the booksellers and their own propaganda to which many of those organizations have replied offering their hearty support.

Now I want to read you from an advertisement which appeared in the *New York Times* of April 19, 1922, a full page of the Federal Advertising Agency of New York.

[Mr. Butler then read the text of the advertisement which called on merchants and manufacturers to stop plunder merchandising, a short-sighted policy of creating fictitious bargains to the ultimate damage of sound selling.]

Now, just to give you an idea of what our price-cutting friends indulge in to make their success, I am going to read you a few lines giving the various standardized goods that have been sold and exploited within a

period of ten days by certain enterprising merchants of the City of New York. Please bear in mind that as the method adopted by the City of New York in prices, especially along cut lines, is generally followed elsewhere thruout the country. Books are mentioned constantly at cut prices.

[Mr. Butler then read a list of the various captions used in advertising at cut prices.]

I have papers here that I think will interest you, a number of telegrams that have been coming in.

[Mr. Butler then read numerous telegrams and letters endorsing the Kelly Bill.]

Now that ends my presentation of the case. I only want to urge you, everyone of you,

when you leave here, if you go home, or wherever you go, to use your very best efforts not only among the booksellers, but with every merchant and consumer you meet to get them to support the passage of this bill.

PRESIDENT HERR: You have heard Mr. Butler's report. A motion to receive it and spread it upon the minutes is in order.

[A motion was duly made, seconded, and carried that the report be spread upon the minutes.]

PRESIDENT HERR: We will have the privilege at this time of hearing a nationally-known man on this important subject of Price Standardization.

Price Standardization

By the Honorable Joseph E. Davies

Former Commissioner of Corporations and Chairman of the Federal Trade Commission, and now General Counsel of the American Fair Trade League.

I AM pleased to have this opportunity of addressing you upon this very interesting and important subject. By reason of my experience as an official of the Government of the United States, I presume that I have had the benefit of the slant of the public official view upon questions, and in that connection I wish to say that the proponents of Price Standardization have given evidence in a very practical way, of their appreciation that the public interest is paramount to their individual selfish interests in this situation, and to a very remarkable degree the proponents of this idea have evidenced a largeness of mind and a broadness of vision and a high character of purpose that reflects distinct credit upon them as citizens as well as people who are interested in fair trade.

I say that for this reason: You will notice that the qualification of the Federal Trade Commission in its endorsement of this idea is that there shall be public or official scrutiny of prices made by manufacturers upon goods that are price maintained. The object of that, of course, is very clear and very obvious. Undoubtedly, what public officials would naturally have in mind would be the fact that national advertising might create so great a demand for nationally advertised trade-marked goods as to enable the manufacturer of those goods to charge a price which the public would have to pay and which the law would sustain in excess of what would be a reasonable and a fair price for that commodity.

And because public officials are interested in terms of the public interest, not only as to what is beneficial for manufacturers and distributors, but as well what is to the interest of the consumer, undoubtedly that quali-

fying endorsement was placed in the recommendations of the Federal Trade Commission, and the significant part of that situation is that the proponents of this idea recognized it, seized it and embodied it as a part of their plan, thus giving concrete and positive proof that they were concerned in this enterprise, not because of selfish purposes primarily, but with a very high sense of their duty and their obligation to the public. And the Stephens-Kelly Bill embodies just such protection; and there is nothing in the Stephens-Kelly Bill, and there is nothing in this idea of Price Standardization which any public-minded man thinking in terms of the public can possibly take exception to. It is honest, it is straight, it is in the interest of the public and it is in the interest of honest manufacturers and honest distributors, and in my opinion, in the interest of society itself.

Those of us who have given close study to the merchandising problem and to the place of the standard price in the distributing system, find it difficult to reconcile the recent developments of the law with the best interests of the public. We see the building up of standards of quality, the establishment of honest faithful production, the consequent establishment of a proper and valuable good-will, and we see the tearing down of the good-will thus established thru years of faithful effort, by trade pirates, who steal this property of the producer for dishonorable exploitation. And during the past decade we have seen the building up of a body of law, which protects the thief and renders the honest quality producer helpless to protect that which is his own.

You gentlemen will recall that in your trade you were first confronted with this trend of

the law in 1908, when the Supreme Court, in the case of *Bobbs-Merrill Company vs. Straus*, held that the copyright monopoly does not include the right to impose, by notice, a limitation upon the price at which a copyrighted book may be resold.

In 1911, the Supreme Court, in the case of *Dr. Miles Medical Company vs. John D. Park and Sons Company*, held that resale price maintenance contracts were in restraint of trade and unlawful, in violation of the Sherman Law. Then came the so-called *Sanatogen* case, (*Bauer & Cie vs. O'Donnell*) in which the Supreme Court in a five to four decision held that a notice on a patented preparation licensing resale at no less than a designated price, and warning that a sale at a less price would constitute patent infringement, was without effect, and that sales at less prices than those designated would not constitute a patent infringement. Following that case in 1913, in the case of *Straus vs. American Publishers' Association*, the Supreme Court extended the principle laid down in the *Bobbs-Merrill* Case, by holding that resale price maintenance contracts on copyrighted books were unlawful under the Sherman Act.

The Right to Refuse to Sell

The results of all these decisions up to this point were to make it impossible for manufacturers to protect their good-will, and the right to see that all consumers were able to purchase their products at the same price, either by use of patent, or copyright notices, or by contracts with distributors. The outcome of this situation was to compel the manufacturers of identified merchandise to resort to what they considered their undoubted rights of refusal to sell, in order to protect the good-will of their products. The right to refuse to sell to price-cutters was indeed upheld by the Supreme Court in the *Colgate* Case, but, as you know, the later decisions have so developed as to make this a bare right, difficult of practical application.

The first limitation appeared in the *Schrader* Case, which not only reaffirmed the *Dr. Miles* Medical Case, as to the illegality of express price maintenance contracts, but also suggested by way of dicta, that an implied contract to maintain prices is also within the ban of the law. This immediately suggested to many of us the possibility of courts finding that a manufacturer, who refused to sell to those who did not maintain suggested prices, entered into an implied contract with every distributor, who knew of the policy and purchased goods with that knowledge, and the intent to maintain the suggested prices, and, in fact, carried out the intent,

had entered into an implied contract to sell at the suggested resale price, in violation of the law as interpreted by the Supreme Court.

This possibility was indeed strengthened by the subsequent decision of the *Cudahy* Case (*Frey and Son vs. Cudahy Packing Company*) which held that the Circuit Court of Appeals, was in error in holding that the trial judge should have instructed a verdict for the defendant on the grounds that there was no showing of an express contract, and stated



THE MOST DISTANT GUEST OF THE CONVENTION WAS NILS CHARLES LAMM OF L'AGENCE GENERALE DE LIBRAIRIE ET DES PUBLICATIONS, PARIS

that "the essential agreement, combination or conspiracy, might be implied from course of dealing or other circumstances."

Then came the recent *Beechnut* decision (*Federal Trade Commission vs. Beechnut Packing Company*) in which a still further limitation was established. In that case the Court held that the resale price maintenance system, being contrary to public policy, under the *Dr. Miles* Case and subsequent decisions, constitutes an unfair method of competition, in violation of the Federal Trade Commission Act, for a company to create and maintain a system of resale price maintenance, by cooperation with dealers, or others even tho no agreement, express or implied,

exists between the manufacturer and the distributor. It condemns the carrying into effect, by cooperative methods, a system by which the manufacturer, distributor, customer and agent, undertake to prevent others from selling the manufacturer's product, at less than a designated price.

Thus you see the progress—first, an express contract was held to be unlawful, then an implied contract was held to be unlawful, and then a system of seeking by cooperative means to maintain a resale price system was held to be unlawful.

Co-operation Forbidden

In effect it places under the ban of the law the most effective methods by which the manufacturer may protect the good-will of his product by refusal to sell. The most effective if not the only practical method, by which the manufacturer may ascertain who is demoralizing his products by price-cutting, is by securing the necessary information upon which investigations may be predicated from other distributors in the trade. While this decision leaves to the manufacturer the bare right to refuse to sell, he is, to put it mildly, severely handicapped in his ability to secure the necessary information.

For instance, what sales manager, when he receives a complaint as to price cutting, could do anything unless he received that information from some person in the trade who knew of it? When he acts upon that information received from someone in the trade there is danger that he may be engaging in a co-operative method to maintain a price maintenance system which comes under the ban of the law, so that while the manufacturer may have the right to refuse to sell, the means to exercise that right, the use of a co-operative method—and almost any method by which he would receive it would be cooperative—is placed under the ban of the law, and consequently the refusal to sell is a bare right.

It must be apparent, therefore, that we can now only protect the good-will of the manufacturer of identified articles, and protect the public from the unfair practices of predatory price-cutters, and discrimination, by changing the law as it exists today thru remedial legislation, such as the Stephens-Kelly Bill provides. In view of the fact that these decisions condemning price maintenance have all been under the Sherman Law it might give rise to the suggestion that to attempt to establish a price maintenance system is an attack upon the principle of the Sherman Law. That is untrue. The principle of the Stephens-Kelly Bill is in accord with the principle of the Sherman Law, and is that development which evolution and

society require to preserve the Sherman Law as an active agency for the protection of the society and the competitive order. The Sherman Law was enacted for the purpose of preserving industrial freedom and preventing monopoly. That principle we all subscribe to. That principle, if we came to the knob of the situation, we would all fight for, because the monopolistic order of society inevitably leads to regulation, inevitably leads to price control, and within a generation or two would inevitably lead to state ownership, which means state socialism, and state socialism means the negation of individual effort. It means an oligarchy of brains, then an oligarchy of power, the complete denial of individual rights and the complete destruction of our representative form of Republican Government. We stand unqualifiedly, as do all thinking men of all political parties and all publicists, for the preservation of the competitive order and for the principles of the Sherman Law. But since the Sherman Law was enacted, much water has gone over the wheels. We have found that the law must go further than the Sherman Law goes in order to protect society from monopoly, that the law must prevent the seeds of monopoly from germinating. It was for this purpose that the Federal Trade Commission was created, because it was recognized that unfair methods of competition were the seeds of monopoly and were those means which were employed to create monopoly. And we maintain, and we can support that proposition, that selling copyrighted, honest merchandise below cost and at less than a fair price is an unfair method of competition and is therefore within the ban of the law, and is entirely consonant with the principle of the Sherman Law.

Is It a Necessary Protection?

We find ourselves, therefore, in this rather anomalous situation, that under the strict language of the Sherman Law, the restraint of trade clause, this system is held to be unlawful by any means projected. We find that the Federal Trade Commission, as a matter of public policy, has gone on record in favor of this system as a means of preventing an unfair method of competition. But there is a gap in the law between the Sherman Law and the Federal Trade Commission Act. There remains no choice for the Federal Trade Commission but to enforce the law as the Supreme Court of the United States has declared the law to be under the Sherman Law. What is needed to secure the adequate relief in this situation is additional legislation which the Federal Trade Commission has endorsed and approved and which

is embodied in a very scientific and intelligent way in the Stephens-Kelly Bill.

The only question, then, which need be further discussed, is the question of whether or not the standard price system is in fact a necessary protection to the manufacturer and the public and within the public interest.

You gentlemen, who are engaged in the sale of books, and the other lines of merchandise customarily sold therewith, have undoubtedly learned by hard experience, the necessity of a standard price system, both for the protection of yourselves and for the protection of the public. Most of you have no doubt become the victims of unfair competition of some department store, drug store or chain store, which has carried a line of books and has chosen from time to time to cut the price below that which will show a reasonable profit, or even to such an extent as to show an actual loss. You have seen these stores wilfully cut the price of books for purposes destructive of competition with the sole intent of making up their loss on this merchandise from other lines to which they have attracted trade. You have seen such methods absolutely destroy the sale of particular publications in your community; you have seen the absolute theft of the property of the publisher and the property of the author by such methods; you have seen it destroy your own property right, the right to compete in the sale of books and publications at a fair and reasonable profit.

To Create Permanent Good Will

And so I believe that it is unnecessary for me to discuss the subject further from your particular point of view. But as you are the advocates of the standard price system, as you intend to take this problem to the public and thru them to the legislators, I believe that it will not be amiss for me to discuss this problem as it affects the merchandisers, producers and consuming public of the identified article as a whole and not from the standpoint of the problem as it confronts you.

It will be my purpose to try to suggest to you possibly some reason, some argument, which has not previously been called to your attention, and which you may be able to use effectively in this campaign.

The manufacturer of unidentified or unbranded merchandise has little incentive to produce quality. It is true, of course, that an article of quality will sell more readily upon inspection than the inferior article, particularly where the evidence of quality is apparent from casual examination. But unless the article be branded or identified, there is no means by which its quality may create a permanent good-will.

Many manufacturers conceive the idea that a permanent good-will may be created by the branding or identifying of quality products, the putting out of an article of uniform quality, under a certain brand, the creation of a demand for the article and the consequent building up of a good-will in the product.

Public Convinced of Profiteering

The producer of a thing of quality has performed a very definite service for the public. He has placed at the constant disposal of the consuming public an article of quality, an article of uniform quality. The consumer knows that this article has a definite value—he has used the product and knows it is what he wants. If it be a watch, he knows from experience or the experience of others, that it will keep time and perform the service which he desires; if it be an automobile tire, he knows from past experience that it will give him the desired mileage and service.

The manufacturer of such an article has, by continued quality production, created a thing of value, known as good-will. In this intangible thing, called good-will, he has a definite and established property right, a property right recognized by the law and the courts of justice. If another attempts to steal that good-will by passing off other goods as the products of the producer who owns the good-will, the courts will prevent such action by injunction, the Federal Trade Commission will order him who attempts to make use of that good-will without right, to cease and desist therefrom. The manufacturer or producer who possesses this property known as good-will, has the legal right to sell and assign it as he may sell or assign any other property, or property right.

Yet, the predatory price-cutter, under the law as it exists, may steal and destroy this property right of the producer or manufacturer, with absolute impunity, and he may do so to the loss and damage, not only of the producer, but to the detriment of the public. You are all familiar with the various methods employed by the predatory price-cutter. He selects an article of well-known value and quality, an article, the usual price of which to the consumer is universally known, and he makes of this article an advertising leader, thru which he may make other sales at a profit. He cleverly advertises or displays the identified article of known price and value, at a price which means to him on that article an absolute loss. The public knows its value and the public infers exactly what the price-cutter intends it to infer, namely, that other articles of merchandise sold by that price-cutter are offered at proportionately low

prices. You, gentlemen, who are familiar with merchandising, know that this inference must be false. You know that in order to make up a definite loss on one article of merchandise, it is necessary for the price-cutter to make his profit on another. But thru this method the price-cutter accomplishes a definite deception on the consuming public. He exploits the identified article, he makes it impossible for his competitors to sell at a profit without being accused of profiteering on the product. The public reasons that, of course, if Mr. Price-cutter can sell that article at a certain price, his competitors, who are selling it at a higher price, are profiteering. Thus the price-cutter, not only steals the good-will of the manufacturer, but he also steals the good-will of his competitor. The competitor must discontinue the sale of the product whereupon the price-cutter loses the advertising value, and the advantage over his competitor, resulting from the cut-price, discontinues the article and carries the exploitation



HENRY W. HAMBLÉN OF THE TEOLIN-PILLOT CO., HOUSTON, TEXAS, ANOTHER DELEGATE FROM A DISTANCE

into another field. The sale of that particular identified product is killed in that community. The price-cutter has stolen the manufacturer's good-will and the good-will of his competitors on the product.

When I was Chairman of the Federal Trade Commission, a large number of manufacturers and distributors testified before that body to any number of instances where this condition, as I have outlined it, was brought about by the predatory price-cutter. Exactly the same end as that accomplished by the price-cutter who employs the leader sales method, was sought a few years ago by certain mail order grocery concerns in the Middle West. These concerns sold groceries in combinations only, advertising extensively in rural publications. This was during the period of sugar shortage, and the advertisements usually carried in scare heads the announcement, "Sugar 3c a pound"—then in smaller type it was explained that sugar in certain amounts could be secured at 3c a pound, when purchased in combination with other articles. Most of the other articles were those whose values in the quantities named were unknown to the average housewife, but when the whole combination was figured up investigation showed that these mail order concerns were securing for the entire combination a price no lower, and in many instances more than would be charged for the same products by the average "delivery and credit" grocery store in the section in which they operated. The Federal Trade Commission discontinued this practice, by orders to cease and desist. That body recognized the obvious deception in this method of merchandising, yet, I submit to you that these concerns were employing exactly the same methods as those employed by the predatory price-cutter.

Advantage of Standardized Price

The situation resulting from the inability of the producer to control resale prices also operates to the disadvantage of the public. The producer, by establishing uniform resale prices, attempts to prevent discrimination to the consumer, he attempts to make it possible for the consumer in every locality to get the same value at the same price. The consumer likes to know that he can purchase an identified article, the value of which he knows, at a definite price. It saves him the time and expense of shopping. He can send his office boy or his servant to the store to purchase the article he desires in the knowledge that it can be purchased at a definite price.

In addition to this the inability of the producer to establish uniform resale prices on identified articles tends very definitely toward a more expensive and less economic system of distribution, which in the end must lead to higher prices to the consuming public. The large manufacturer knows that in order to

protect his good-will and prevent discrimination to the public, he must by some means, if possible, accomplish the end that his product may be purchased at one price by all. If uniform prices can not be accomplished thru the jobber and retailer method of distribution, he must, if possible, establish his own system of distribution. Without the ability to establish uniform resale prices thru a jobber and retailer, the tendency is inevitably toward agency distribution. This method of distribution means, of necessity, destroying the economies resulting from the distribution of the costs of selling over the lines of hundreds, of different manufacturers.

Agency Distribution Costly

The inevitable tendency toward the agency system of distribution, as opposed to the jobber and retailer system, is to tend to eliminate the competition of the small manufacturer to the obvious detriment of the public.

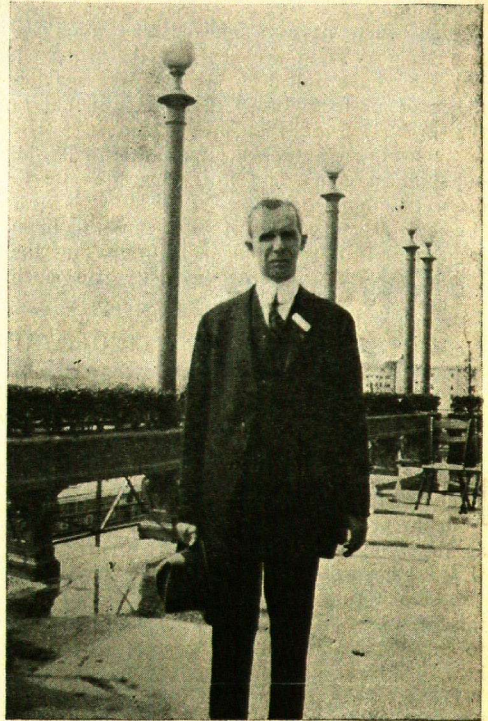
The small manufacturer cannot finance a system of national distribution. He cannot finance a system of warehouses or a system of chain store distributors. He is dependent upon the present normal method which evolution has developed in society which has been called for by necessity and by experience. He uses the jobber and the retailer. If you have a large group of small manufacturers or a small group of large manufacturers who eliminate the wholesaler and the jobber, you have very nearly established a system of monopoly in production. Further than that, you have destroyed individual opportunity, individual initiative, the chance which your children might have to become great in distribution by reason of their talents. You have gone into a monopolistic order as opposed to the competitive order in that particular industry. More than that, you destroy the very fibre and the best spirit of our community life. When you destroy the independence of the merchants of the small community, then you have gone far in destroying independent public thought.

The small manufacturer is patently without the means to maintain a system of agency distribution; yet, in the case where the large manufacturer establishes the agency system, the small producer is at a disadvantage, by reason of his inability to maintain uniform resale prices.

In addition to this, the existence of uniform resale prices is to the benefit of the public in stabilizing the market. I have not the time to discuss this feature of the situation in detail. I can only say to you, that an investigation conducted by the American Fair Trade League, showed that during the abnormal ad-

vance in prices of the war period, the articles upon which uniform resale prices were maintained, increased in a remarkably small ratio to the increase in prices generally.

I have merely tried to suggest to you some of the reasons for the maintenance of uniform



C. FOSTER BROWN, OF MONTREAL, OFFICIAL REPRESENTATIVE OF THE CANADIAN BOOKSELLERS' ASSOCIATION TO THE CONVENTION

resale prices. The standard pricer asks only the right to make use of economic jobber and retailer distribution, without danger of the theft of his own most valuable property, his good-will. He advertises his product so that he who approves its quality may secure it again and again. He acquaints the public with its value, places it on the shelves of the convenient store, and desires only the right to say to all "there it is for you at the same price." He desires the right to make use of the economies of the distributing agencies, who divide their costs over hundreds of lines. He wants only the right to protect those distributors from the unconscionable price-cutter, who uses the known value of the product as a bait to make other sales. His system fosters competition and prevents monopoly, renders the manufacturer's competition immediately effective to the consumer and stabilizes prices in emergency.

The standard-pricer does not wish to destroy competition between manufacturers of similar products, he does not wish to destroy competition between identified and unidentified products, but he does wish, while preserving the benefits of competition of similar articles, to protect the public against discrimination and deception.

The courts have recognized that good-will is a property right, which should be protected, but they have failed to see that the maintenance of uniform resale prices is essential to the protection of that property right. The subject has been passed upon repeatedly by our highest court, and it is now too late to quarrel with its decisions. Legislation is now the only remedy, and it is incumbent upon everyone of us to do his part in making the public see the absolute necessity for such

legislation. We must go to the public, and the public must demand of its legislators that the situation be remedied.

In conclusion I wish to say that all of you who are interested in this subject owe a debt of gratitude to Mr. Butler and his associates who have insistently and persistently attempted to educate the public to this point of view. You are under great obligations to Mr. Whittier of the American Fair Trade League and his associates, such as Mr. Ingersoll and others. They have been untiring and highly intelligent in their efforts, and particularly do you owe a debt of obligation to some of the public legislators who have seen this economic issue arise and who have taken it upon themselves to fight your battle. I refer to Mr. Rogers, and particularly to Mr. Clyde Kelly of Pennsylvania.

Price Standardization

By Hon. John Jacob Rogers

Co-Author of the Rogers-Lodge Misbranding Bill

I COME here this morning to talk very briefly about the bill which is numbered H. R. 16 in the present Congress, and which is known as the Honest Merchandise Act of 1922, of which I happen to be the author in the House.

I take it that you and I would agree upon this premise—A man or a woman has a right to buy what he wants in general trade, but he has a right not to be lied to in buying it. When I say he has a right to buy it, I shall have to accept such things as the commodities included in the Eighteenth Amendment (Laughter) and other similar commodities. Perhaps he has the right to buy them as things are now going, but he hasn't the legal right to buy them. I want to elaborate that thought just a moment.

I have a right to buy a brass watch instead of a gold watch, but I have a right to be assured by the law, it seems to me, that I shan't be told that the watch which I am buying for gold is in fact, brass. In other words, we cannot protect the person and we ought not to protect the person from buying an inferior thing whether from considerations of price or taste, or whatever it may be. The purchasing public has a right to buy a thing that is less perfect than the one hundred percent perfect, but the purchasing public ought to be protected against untruths in the commodity in which it is investing. It ought to be protected against being told that the brass watch is gold, that the cotton umbrella is silk, that the piece of dress goods is something other than what it in fact is, that the pair of shoes is pure leather when in fact it is made up very largely of

some derivative of paper, and that is the theory upon which the pending legislation goes—that the public must not be lied to by dishonest business men and manufacturers.

We have abundant precedence for this sort of legislation both on this side of the ocean and across the sea. For thirty-five years exactly, the British purchasing public has been protected by a law which is called "The British Merchandise Marks Act," that goes on the precise theory which I have just announced; namely, that it is not fair trade to lie to your customer as to the nature of the commodity which he seeks to purchase. That law has worked extraordinarily well in Great Britain.

It has had a very direct effect in two respects. In the first place, it has promoted the confidence of the purchasing public, so that they have been more ready to purchase; and in the second place, it has promoted the well being of the honest and reputable manufacturer in protecting him against the sharks of the industry who seek to prey upon the representation that he has built up thru fair dealing, so that both from the standpoint of the manufacturer, the merchant, and the consuming public there can be no doubt that the British Merchandise Marks Act has evidenced a tremendous advancement in business fair dealing, and in fact, in business prosperity as well.

In 1906 there came to a head a campaign against dishonest foodstuffs in this country, dishonest patent medicines, dishonest foodstuffs and similar articles, which I may roughly characterize as things which we take into our mouths. The combination of that great cam-

paign—and it was a long campaign because it was impeded by those who saw their own selfish interests likely to be endangered—was the enactment by Congress in 1906 of the Pure Food and Drugs Law. That has been on the statute books now, you see, for over fifteen years. It is just as much a part of our body politic today as the Interstate Commerce Commission.

No one, I think, in his right mind, would suggest returning to the old days when any manufacturer of foodstuffs or patent medicines could say what he liked upon the label or upon the container as to the contents of the bottles or the boxes or the parcels or whatever the container was.

And so the question has presented itself to mean since that time whether a principle that had worked so extremely well both from the standpoint of the seller and from the standpoint of the buyer couldn't advantageously be extended in principle.

Thoughtful men and women have recently been asking themselves why, if it wasn't lawful to tell a lie about a package of breakfast food it was lawful to tell a lie about a pair of shoes or a piece of cloth; the law which I am here to discuss briefly with you this morning is the result.

Truth in Fabric Legislation

In substance, however, the proposed law provides that it shall be a crime to transport from state to state, or to sell in the District of Columbia or in the territories any article which is misbranded or misrepresented, or to which any false trade description has been applied. Then it goes on to define with extraordinary minutiae the definitions of misbranding, of misrepresentation and of false trade descriptions. It imposes severe penalties, it puts the enforcement of the Act into the hands of the Secretary of Commerce, the Secretary of Agriculture and the Secretary of the Treasury jointly. It has about fourteen pages in its entire length, but the principle, as I say, is simple and clear, and as I think, manifestly sound.

Now, what is the practical status of this measure? I have had a measure of this kind before the House of Representatives for some years, and about two years ago we had extensive hearings upon the subject. This has been our difficulty, that there has been another kind of legislation on which there has been a very bitter controversy. People have been utterly unable to agree on the wisdom or unwisdom of this other kind of legislation, which, as I shall show you in a moment, is nevertheless somewhat related in the general subject matter to my own. That is what is known as the Truth in Fabric Legislation. The

Truth in Fabric Legislation in effect provides that as far as woollen goods are concerned, every yard of material sold shall state what the content of pure wool and what the content of so-called shoddy may be in the particular case. There has, as I say, been an extremely bitter controversy over the merits—but I am not proposing to deal with that question to-day. Undoubtedly that controversy has been responsible in large measure for the delay in enacting honest merchandise legislation of the kind which I have described.

Minimum Burden on Honest Business

In my judgment, any person who ventured to controvert the principles of the honest merchandise legislation would pretty nearly establish his belief in corrupt practices in business, but that same question—and I won't take the time to explain why—that same question, that same simplicity of treatment cannot be accorded the Truth in Fabric Legislation, and it is because those two subjects have been deemed to be interlocked that we have seen this long, and I think, inexcusable delay in dealing with the subject in Congress.

I should like to close by giving you, in a very brief way, a summary in favor of the Misbranding Legislation. This law strikes directly at misbranding and misrepresentation of all kinds in connection with all commodities instead of attacking the problem in a piecemeal manner, by confining its operations to the textile field. This law is based upon a sound legal principle thoroly tested in the form of the British Merchandise Marks Act, which, as I say, has been in effect for thirty-five years, and it also has borne the test of the approval of the courts and of public opinion generally in connection with the two laws which I have mentioned in our own country.

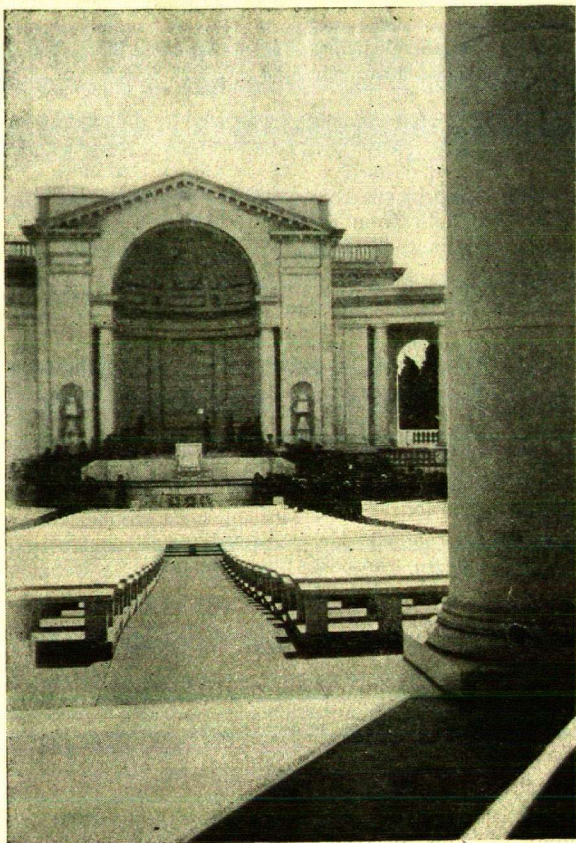
This proposal puts a minimum of burden upon honest business, while at the same time it secures a maximum of protection to the public against dishonestly conducted business. It provides a method for bringing promptly upon dishonest business, heavy penalties for a clearly defined type of misdemeanor. It puts all misbranding and all misrepresenting practices outside of the law. It is simple in its terms, it is easy to enforce, and it would result in no increase in the prices of the commodities covered.

To my mind, one of the important elements in this bill is that last point, that it is simple to enforce and that it doesn't hamper business. Nobody has to worry about whether he is going to get in trouble or not as long as he is doing business honestly. It would be perhaps difficult to say what percentage of the business men of America are dishonest, what percentage of men would do even a shady

thing in order to promote their business. I should say that the proportion would not be over five per cent, and it might not be over two per cent. The other ninety-five, or ninety-eight per cent, isn't going to be in the least afflicted or annoyed or even conscious of the fact that this law is in operation. It is just going to be the sharpers who now have a

representing is dishonest, we will have taken a long step in the way of protecting first, the consuming public, and second, the honest manufacturer who is ninety-five or ninety-eight per cent. of all the manufacturers of the country.

I am aware that perhaps this particular type of legislation doesn't have the direct connec-



DELEGATES FILING THRU THE NEW AMPHITHEATER AT ARLINGTON, ON THE THURSDAY TRIP

fairly complete immunity provided they know how to skate outside the present criminal law. There are, of course, certain practices in business which can be reached thru the criminal laws to-day. Outright dishonesty can be reached.

There are other practices which can be appealed to thru the medium of the Federal Trade Commission, thru the medium of the Patent Office or thru the medium of the Civil Courts, but all those processes are slow and expensive, unsatisfactory, and at best uncertain.

If we can put on the statute books a criminal law that says that misbranding or mis-

tion with your industry that it does with others. I hesitated somewhat for this reason to come before this convention this morning and to take your time, but in the larger sense everybody is interested, I think, in this type of legislation; everybody wants to see business honest, and everybody wants to go as far as possible in protecting the public against fraud. That is what this bill does and it is all that it does.

I hope this convention will see its way clear to assist us in putting this bill across and making it a part of the law of the land.

(Applause.)

Afternoon Session—Tuesday, May 9th

The meeting was called to order at 2:25 P. M., by President Herr

PRESIDENT HERR: The morning session was probably one of the most interesting that this association has had in many years. The keynote of Price Standardization was struck, and you heard one of the most magnificent presentations of the argument from the legal and public welfare standpoint.

We are to have the pleasure this afternoon of hearing from the sponsor of the present House bill to legalize Price Standardization. It gives me great pleasure to introduce the Hon. M. Clyde Kelly, who is a fellow Pennsylvanian.

(Applause.)

Price Standardization

By Hon. M. Clyde Kelly

Congressman from Pennsylvania, Co-Author of the Stephens-Kelly Bill.

I AM sure I appreciate this kindly introduction very much. I appreciate it more than an introduction which I received a few weeks ago when the Chairman called upon the crowd to witness that "he took great pleasure in introducing Congressman Kelly who comes from Pittsburgh where they make iron and steel for a living" and I had to spend more than my time convincing the audience that we don't all steal for a living in Pittsburgh.

I am very glad to be here and to talk over with you the vital issues involved in this question. The man or woman who doesn't understand something of the philosophy that is involved in this question to-day, seems to me to be very ignorant, indeed.

It is ignorance not to know that there are in America two great forces fighting against each other just as they always have down the history of the world. On one side is the law of the jungle, on the other side is the law of brotherhood, the law of the golden rule. On one side stands a kind of cut-throat idea of Ishmael, of every man for himself and the devil take the hindmost; and on the other a philosophy that we are interdependent, that we are united and there is none of this law of each man for himself.

America has always stood in the eyes of the world for the idea of brotherhood, for co-operation. I wish I had time to tell you about a trip I made in Europe two months after the armistice was signed, how I went down thru southeastern Europe, stricken and war-ravaged, into the villages of Jugo-Slavia and Roumania, and found in the heart of all a desire to be like America, whether they understood what we are over here or not.

On the first day of May, 1919, I was in the little city of Lubania, away up in the Hapsburg Empire. For the first time in their lives they were having a May day celebra-

tion, a kind of Labor Day. For five hundred years they had been under the talons of the double black eagle of Austria.

I had landed in that little city the night before. In the morning I found the dining-room locked. I didn't understand why, and went out into the street. I went past twenty-four restaurants and cafes and eating-houses to find them all locked tight. I went without a bite to eat until two in the afternoon. Then I went up to the Burgomaster's office. I was to have an interview with him which had been arranged before, and I said to him, "Why in the world do you have all these eating houses closed on a great holiday like this, with crowds in the streets and parks?" He looked at me in astonishment and said, "We are doing that in Lubania on a holiday because that is the way you do it over in America." I said to him, "My friend, somebody has given you the wrong information. We don't do anything of the kind in America." And I went without a bite to eat all day because they thought that was the way we did in America.

Well, they will do anything reasonable and unreasonable to be like us. The villagers in those Serbian villages told me that America was like an angel in the sky to them because she had the idea of the helping hand, the idea of brotherhood; it is the one hope of those nations.

They are mistaken, of course. We haven't done what they think we have. I might have gone to the old peasants in Macedonia, who were praying to Almighty God with their eyes fixed on little American flags as a symbol of divinity—and I might have told them they were wrong, that over here we have injustice in many places. That here we have slum districts where little children grow up to vice and crime as certain as the

sunrise; that here we have great battles between capital and labor because we cannot have conferences and mutual councils or peaceful settlements of the disputes.

But I didn't tell them anything of the kind. I wanted them to feel that in some way or another in the midst of the darkness they might see the light with America embodied as a light-bearer to the world.

America has been swinging along first with the idea of the pioneer. She was a pioneer nation. Every man went out into the forest to take care of himself, not asking for any policeman to guard him or give him the power of the law; he took care of himself. Those were the days when the wilderness was king but the wilderness was conquered. We went to the far coast. We came back on ourselves and before long we found our San Franciscos and our Chicagos and our Pittsburghs and our New Yorks with their populations of millions, and we began to find that it wouldn't do, that this law of Ishmael will not serve the twentieth century.

Business Discovered America

The Declaration of Independence, charter of Americanism, is a slogan of brotherhood, because the most important thing about that declaration is not that we separated ourselves from the mother country, or said it possessed an unjust form of government—the most important thing about the declaration is the phrase with which it closes, the fathers signing their names to this statement—"In support of this declaration we mutually pledge to each other our lives, our fortunes and our sacred honor."

We have come down one hundred and forty or more years from that day. We have been dreaming always of co-operation, and of friendship, and now and then we have got away from it. We have oft-times taken in business the path of the jungle, of cut-throat competition and said that was the American idea in business.

That is what we have been doing in America, sometimes, we have got off the line, but thank God always at the heart of America there was an idea that after all we are interdependent.

That is America in everyday actions and that is the idea at the heart of American business. However, we have in our midst those who still carry the hearts of Ishmael, who are willing, in any way they can, to strike down a neighbor, if by any hook or crook they may advance their own interest.

I don't believe we ever credit what business has really been in America. It was

business that found America. Christopher Columbus sailed on a business trip. He had money advanced him for the purpose of finding a business route to the East Indies. John Cabot who found the herring land, claiming North America, was sailing with money furnished by London merchants to find a passage to the Indies, from which their products had been kept away because of the conquests of the Mohammedans and Turks at Constantinople. America was founded in the idea of business and has been a business nation ever since. All the more important that our business be conducted on honest, co-operative principles. And one of those principles in my estimation is, fundamentally and above all others, that the producer of a trade-marked, standardized product who puts his name on it and guarantees it to be what it represents, and who says, "I am back of it with everything I have, I will make it good"—that that producer should be given the right to protect the resale price of his product.

Now it seems to me that that is fundamental to America. Here is the idea of good will. The nations know that the people over here stand for good will, the good will between man and man and the good will of business. There is something in that idea of good will which means in itself this forward movement of the twentieth century. It is the idea of a man who puts into his product all that he has, his own life, his own character, and then undertakes to protect it and make it worth something. I think the greatest thing in American business history is to have standardized trade-mark goods.

Trade-Marked Goods Build Good Will

I was selling goods myself over a counter before I could scarcely look over it, in a little town where the merchandise was of all kinds, even including books. And I can remember when ninety-five per cent of the goods sold were un-standardized, were without trade-marks, were unknown, and the man who went to the store and purchased one of them and took it home, found it satisfactory, could never be sure that he was getting the same product when he again desired it.

And then grew up a kind of business which was to standardize these goods, put the name on them, and pack them in cartons and boxes that could be appreciated and understood, and we began to have good will as a national asset, good will in the manufacturer's hand, in the wholesaler's hand and in the retailer's hand—all of them of vital importance.

The old laws wouldn't apply to this situation. The old common law usage that the

good will was vested only in the last selling agency had to give way, because here was a man who was the originator of a product, who himself had the good will and investment in it until it got to the consumer's hand. He also had an idea of holding to it and keeping it true. Therefore, the common law idea that every man could do with his own as he desired had to give way before the idea of good will in the hands of the maker of the article itself.

For many years we had in America the principle established that the manufacturer and the producer of these trade-marked guaranteed goods could maintain the resale price, that it was his to do with at the last as he desired. Then came the Doctor Miles decision in the Supreme Court laying down a new principle, that any manufacturer who endeavored to fix the price of his product after it had left his hand, was acting in opposition to the Sherman Anti-Trust Law and against public policy, and that put a new situation into American business.

Decision after decision has come since that time from the highest court in America, and uncertainty has been added to uncertainty. I defy the highest paid lawyer in America to say just how far a man may go in protecting his own product when it reaches the hand of a wholesaler and the retailer.

We had the Colgate decision in the Supreme Court in which it was said that a man had a right to refuse to sell anyone for any reason, and that carried the intimation that if a price cutter took a trade-marked article and slashed the price, the manufacturer could refuse to sell him; but that was immediately nullified by the Beech Nut decision, which went on to say that if there was any co-operation between the retailer and the producer, if information came from the retailer to the manufacturer, then it was again a violation of the Sherman Anti-Trust Law.

When Fixed Prices Are Legal

The only thing the Supreme Court has finally decided is that it is perfectly legal to fix a resale price if the producer of the article establishes his own final selling agency, so that any great corporation that has money enough to finance retail establishments in every city, can thru that method fix a resale price, and it is about the only way it can be sure of doing it.

What does that mean? One blow to destroy all the established agencies of distribution. It means every manufacturer must establish a separate branch in every separate city. It means the most expensive and inefficient system of distribution in the world, and

God knows we need to cut down the cost rather than increase the cost of distribution. That is the present situation, and it must be met by legislation.

The Supreme Court has decided that a man cannot fix his resale price, and always before it has been regarded as not only legal, but as advancing the common welfare. It must be fixed by legislation. There must be an affirmative declaration that any producer or manufacturer or grower of any original article who puts on it his own name and makes it so it can be identified, who stands back of it with his guarantee—that he shall have the right, if he desires, to file a schedule with an officer of the government and then hold to that price thru every agency of distribution and to the consumer. That is the bill which is now awaiting action, that provides that the original producer by filing his schedule in the Federal Trade Commission can thereby force the price maintenance of his article to the consumer.

Price Maintenance Opposes Monopoly

Now does that mean a disadvantage to the consumer? If it does, I will be opposed to it, because after all the booksellers are but a group, but the public comprises us all. Does it mean an injury to that consumer and to the public to have independent manufacturers fix their prices? I claim it does not.

Twenty-five years ago in the country village where I lived, my father being a proprietor of a store there, there was a war on oil, and the three stores in the town began cutting each other. Oil dropped down until it was sold at one cent a gallon. Standard Oil cut that price until the independents were put out of business. Two of those stores had been put out of business and the good will out of them had been ruined before that oil war was over. That meant monopoly.

Whenever you have a jungle war in which the strongest can always overcome the weakest then you are bound to come to monopoly as surely as the night follows the day, because it is only thru a jungle warfare that that kind of thing can exist; so that this measure of price maintenance is against monopoly. It is an anti-monopolistic measure. It is a plan for the common welfare of every dealer and the common welfare of the consumer.

Many independent manufacturers have been driven out of business because their product was taken and slaughtered and they were helpless to prevent it. I saw in Reading, a splendid article absolutely destroyed. It was a toilet soap, a fine value at ten cents. People appreciated it to such an extent that they

gave a vote of approval to the name and to the price, and they began demanding it from every retailer. One retailer started to make it a leader. He used it as a bait in a trap to catch the unwary. He put it out at three cents a cake instead of ten and he advertised it **extensively**. People flocked to get it at three cents. While they were there he talked to them on unnamed, unknown goods and added to his profit more than he could on standardized goods. The competitor next door cut it to three cents also. Every store in town cut that soap to three cents a cake. It spread from Reading to other cities. The end of it was an absolutely destroyed market, and it hasn't been on the market for the last ten years. It was absolutely destroyed by price cutters.

I was in a store not so long ago, and the man told me he was advertising a great list of bargains. He had twenty different articles which he was selling for ten dollars, and they were wonderful bargains, (to read the advertisements). I talked to him entirely as a friend and he showed me the cost of them. I said to him, "Here is a fifty-cent article, known the world around to sell at fifty cents, you have got it down at 17c. You know that cost you more than that amount you are selling it for. Why should you do that?" Then he took a piece of paper and figured out the cost of all the articles, the entire twenty, and on the ten dollars he was making \$4.50, and yet advertising them as a tremendous bargain by means of two articles which he had cut from the standard price to about one-third. That is the kind of system that this entire business involves.

How Markets Are Ruined

I had a letter this morning from a manufacturer of toilet preparations. He said that a department store in Chicago took those articles of his, advertised them, cut the price, and the result was that this man couldn't sell to a single store in Chicago, because he didn't maintain the price. He says: "I can't maintain the price because it is in violation of the Serman Anti-Trust Law." So the manufacturer is helpless.

And the same thing is true, of course, in your particular line. The publisher of books who puts them out at \$1.50, good value and at a price to appeal to the public and receive the public approval, and who then advertises them at 98c., immediately puts into the minds of the buyers the value of 98c. When you begin to try to get the regular price, the real price that carries with it a fair profit to all and a fair price to the consumer, you have

in the minds of the consumer a 98c. value, and it is impossible to have a square deal because of that.

I have over on my desk one hundred letters of men who wrote to producers of various articles and said to them, "Here is a retailer selling this article at 25c. above cost. Why don't you protect me?" Or, "I paid and have always paid for this article 50c. and now I am being charged 75c. Why don't you protect me?" And the manufacturer is forced to reply, "I cannot control the price, either below or above the regular price."

Goodwill is the Confidence That Brings Customers Back

Now that isn't a fair proposition. It isn't fair to the dealer or to the manufacturer or to the consumer, and I believe that the American conscience stands for the principle of a one price to all. When a man can go into a store and know that if he gets an article at a fixed price he can come back and get it at the same price again and that it shall be continued on that basis.

When Mr. Storey out in Chicago fixed the policy of "one price to all" in his store, and put on them well-known prices, plainly to be seen, no deviation to be made from them, he made a wonderful stride in business honesty. In the old days when everybody haggled for the price they should pay, the advantage was always with the dealer. (Laughter). The haggle system always ends in a disadvantage to the consumer. He doesn't know values. He must learn by experience that an article is worth the price. If \$1.50 is the standard price, he buys at it. If what he buys is what he desires he asks for it again. That is where confidence comes in. That is where good will is.

Good will in business is an asset. It is as real an asset as the machinery and the material property in the plant. It is a value to the man and should not be destroyed. Good will is the confidence which brings a customer back again the second time to get what he got before, and on that good will is set the very heart of American business.

To get the confidence of the consumer, a manufacturer has a national campaign. He spends money advertising to the world. He gets a referendum. It approves. Then he finds because he made his article so good and it is demanded, that he is the victim of the price cutter. And the price cutter goes out to destroy his market and profit himself on a name already made when he won't use his own name on the advertisement. He will use your name or the name of someone who made an honest name by the expenditure of

great sums of money. That is the jungle law, the law that absolutely refuses to recognize the Golden Rule and the right of neighbors, and says, "that the power of might is the power of right." That is the thing that we destroyed—I hope forever—in the Argonne Wood when the American boys broke the heart of Prussia by the power of brotherhood and co-operation. (Applause.)

Manufacturer Forced to Compete With Himself

There is scarcely a nation in the world that doesn't have a resale price protection law. Everyone of them has realized that it is to the benefit of the public to be assured of a value which they know and of articles which they know; that the old system isn't of benefit to the consumer.

I believe that the beginning of the trade-mark system was of tremendous benefit to America. I believe that the great inventions that have been made in chemical processes have been in part, and in a large part, protected by the fact that they were able to copy-right the name and then advertise the name.

There was the great experiment which produced celluloid. It was discovered by chemists who worked many years to find it. Celluloid was never patented. It is protected with a trade-mark. There are certain dyes made from coal tar products, there are medicines made out of coal tar products also; they have never been patented but they are trade-marked goods, and that is the protection given them.

If we don't protect the trade-mark, we are putting producers and all their efforts at the mercy of the most predatory businessman in the world, the systematic price-cutter, no matter where he may be. I could give you a list of fifty articles that you know, that you have in daily use, all of them have been discovered after great effort and expenditure of energy and intelligence, and they are protected only by the trade-mark.

They should be protected by a law which should give the manufacturer the right to fix a fair price for them and then carry it thru to the consumer. Oh, I know the argument that is made against this bill of mine. They say it is the sure monopoly measure. They don't understand business at all.

There is a vast difference between a man producing one safety razor, for instance, making his own safety razor, putting his name on it and guaranteeing it, and the manufacturer who has all brands of safety razors in his hand. Whenever you have a monopoly of a whole line of goods, then it is against the public interest. But when you have an

independent manufacture, we will say, of a safety razor and fix it at a price of \$2.00, put it out in competition with the world, and there is another article for \$1.00, even one for \$2.25, they are all in competition, and it increases competition to have the production of an individual article, on which you have the right to make the price whatever you desire. If I have a \$5.00 article and sell it for \$5.00 I encourage competition. I make a market for my competitor to come in and sell one at \$2.00; he takes my business away from me and I have been advertising to advance his interest not to advance my own. In fair competition where the quality is at stake we advance the common welfare, but if I produce an article at \$5.00, a fair price, and the public demands it, and my retailer takes and cuts it to \$3.75, then I am competing against myself. They force me into a position where every price cutter can make me compete with myself to my destruction. That isn't a fair proposition. It is not fair in any line of production.

Who Opposes the Kelly Bill

And I believe that this great gathering here can be of great force. After all, Congress is made up of representatives of the people. They are busy men and have not studied the question. I made the first speech that was ever made on it in Congress away back in 1915, and have had the matter continually before the Committee, but we have thousands of bills. The men are so busy, they are devoting their time to things that are pressing them from their own districts, and you ought to help to bring this to them from your districts. Let them understand that you are interested in this great American doctrine of one price to all and a square deal for every agency in production and distribution.

You can do that thru this convention. You can do it individually by letting your member of Congress understand what it means. I had an interview the other day with Secretary of Commerce Hoover, and I am glad to say that he understands this question in its essence. He is in favor of the maintained price by the independent producers of a standardized, trade-marked article. He is for it because he understands business. The solicitors understand it, and the men in business and in legal lines who have had business along this line are for the principles involved in this measure.

We have considerable opposition to it. When we have hearings on the so-called Stephens-Kelly Bill in the House we find plenty of opposition to it. The opposition comes from highly paid attorneys represent-

ing mail-order houses, representing chain stores, representing some great department stores, and they pour in on those hearings and endeavor to have the members of Congress believe that this is a monopolistic measure, when in fact it is entirely directed against monopoly in business, and for honest, fair, open competition.

It is a measure for the people, not for any class, and yet it has been put, by these paid representatives of those who will monopolize retailing if they continue, into the position of being for the benefit of the predatory few. If we continue with the course we are pursuing now there won't be any more bookstores left in America. The old bookstore will go and give way to a corner in a great monopolistic retailing enterprise in all the great cities. The little corner store in the village will be gone. You will have instead a part of a great system that has its hand on the throat of the little dealer as well as the consumer in the end.

Trace the profits of these great organizations, find out how much they make, and you can well understand they are not great benefits to the public in the way of giving them bargains. They are making a tremendous profit. The little store on the corner is run on twenty-five per cent. The great concerns in Chicago have to have thirty-seven per cent in order to do business at all, and they are making profits which are so high that it shows that they are taking extortionate profits on many articles in order to sell a few standard goods under cost.

A Square Deal in Business

Now let us get into our minds this idea of a square deal in business. Every honest business man ought to be an active power in his community, spreading thru his business associates and thru the community ideas against evil practices in business, against the spider and the fly tactics in business, and stand for an honest deal instead, a square chance for every man, and an honest opportunity to develop.

They rob me who take my good name more than those who take my purse. My good name in business is the most valuable thing I have. Take that away and I have no money. Give me that and I can always get money, and the result is that those who attack my good name or your good name as producers, or the good name of any manufacturer, are striking at the assets of America; they are striking deadly blows at the prosperity of this nation.

I am a optimist of the first order. I couldn't be a pessimist and still be in Congress. For the last ten years I have seen world history made. I have seen America rise to challenge

after challenge which seemed to be enough to shake the heart of the bravest man, and always America has met the test in the end.

Yes, in that time our boys have died for a dream of ours. The dream of brotherhood, the dream of a square deal, of cooperation, the dream that the people themselves must rule, that the consent of the governed is the fundamental of government, that the people have a right to have the government in their hands in order that justice may be done to every man, woman and child.

Yes, we have a duty to perform, as businessmen to apply the Golden Rule, to promote good fellowship between competitors with the idea that we can be in the same business and sit down together and yet plan in good fellowship for the things that benefit us all; that we clasp hands and know each other, that understanding may come—and that is what the world needs. That is what we need in business.

Protecting Good Will

Why shouldn't we have nations and individuals in comradeship and good fellowship, and so that we can say that it is a fair thing for an honest manufacturer of a product to have a right to make good his price to the last owner of it, the man who uses it finally, that his good will shall be protected?

You business men dealing with the things that mean education, with the things that mean development of the masses, with the things that after all are the very heart of our civilization—you ought to be in the forefront of a movement for good-will, the protection of good-will, and for the advancement of the Golden Rule. Then we will bring about all these things we boast about—our enterprises without so much enmity, our statesmanship without so much of the treason on its brow—then we will have the dreams of every prophet, of every seer and honest business man come true.

[A rising vote of thanks was extended to Mr. Kelly.]

PRESIDENT HERR: This convention has been most unusually favored in the magnificent address to which we have just listened.

The next item on our program is a paper on the subject, "The Need for Larger Organization and Greater Co-operation" by Mr. William W. Norman, of The Norman, Remington Company, Baltimore.

The next paper is one which will give us retailers a chance to see ourselves as others see us, read by that genial humorist from Philadelphia, but written by a publisher's salesman, whose name is not announced, James W. LeGallez of the Philadelphia *North American*. [Applause.]

A Larger Organization And More Cooperation

By W. W. Norman

The Norman, Remington Co., Baltimore

I DO not know why I have been called upon to present to you the particular topic of "A Larger Organization and More Cooperation." It is not a subject with all the aspects of which I can claim to be perfectly familiar; nor can I rid myself of the fear that the underlying reason for this uncharitable action of the Program Committee, of which my partner is a most active member, may be their hope that, by some stroke of great good fortune, I shall demonstrate the truth of that old Biblical quotation which certifies to the wisdom which shall issue "out of the mouths of babes and sucklings."

Plea for Membership

I lack the eloquence which the importance of my subject dictates should accompany its presentation; but on the other hand I am filled with a sense of the need of cooperation, if we are to raise our profession out of the slough of despond and finally turn our backs on the shapes of fear and disaster that have confronted us since the beginnings of modern bookselling.

This Association is a little over twenty years old. During its career it has undoubtedly done much to improve conditions for the book-trade. But how much pride can a member feel in contemplating the membership rolls of a national retail association which contains far less than a majority of the retailers in its line in the country? You have a fine gathering here today, and I congratulate you on the spirit displayed. But what is the percentage of your membership actually present, on the occasion of its annual gathering in the nation's capital? This is, after all, the heart of your problem. And until the remedy is applied to such conditions, until you gather into the fold the vast balance of unorganized booksellers and bring the membership to your annual convention in greater proportion to its actual members, you may talk everlastingly about what you are going to do, but you will never be able to do it.

I didn't come here to play the part of a shrieking Cassandra. I obeyed the call of the Program Committee in belief that it is my duty to do all in my power to further the interests of my own trade. So, please bear with me if I say anything that does not please you. It is not you to whom I speak. My appeal is made to that great majority who stand outside these walls, inarticulate and reactionary, in so far as co-operation is concerned.

I have no desire to flutter your Volscians in Corioli; you who are here may hear the truth without wincing. You are doing your part to build your trade, the symbol of culture and the nation's mental life, into a powerful guild embracing every shopkeeper who finds it profitable to sell a book at retail. But I am filled with amazement to find it necessary to appeal to dealers in a commodity whose handling requires such skill, intelligence and knowledge to join the National Association of their fellow retailers. Would they show the same reluctance to join the Masons, or the Shriners, or the Elks, or the Red Men, or any of the numerous other societies which carry on for the social welfare of their members? No, of course not! Yet they refuse to join an organization which is working constantly for the material improvement, not only of its members, but of the whole body of retailers thruout the country. Can blindness be carried further? Is there not something pathetic in the picture of these unprogressive booksellers scattered all over this vast country? They are in the position of the man who is living on top of a rich mine without the knowledge of how to open it up. Yet when they are shown the one method of acquiring this knowledge, the one method that their more energetic and altruistic fellows have seized upon, trade organization and co-operation with all that implies, they remain indifferent and continue to sell wall-papers to make up for the deficiencies caused by their own supineness!

United Presentation of Grievances

Retail associations have become essential features of all trades. Some trades are less fortunate than ours in that it has been found necessary to organize primarily for protection against various evils fostered by their manufacturers. In the book-trade this has never been the case, for we can smile upon the publishers and say, from our very hearts, that they are all our friends. Of course there have been differences, bitter differences, which have influenced our judgments. We have always believed for instance that the margin on which the publishing business has been conducted was substantially more than the publishers have considered necessary for the operation of the retail end. Possibly we were right; possibly the publishers had good and sufficient reasons for the limitation of discounts. But the point I should like to bring home to you is that if you had an organization in the real sense of

the word, had the representatives of your association been able to feel that the harmonious influence and cooperative energy of the book-trade of the entire country were behind them, they would undoubtedly have found the publishers more willing to go along with them in the discussion and remedial treatment of what seemed to you to be real grievances. Do not misunderstand me. You had your grievances, but how were they expressed? Not unitedly. No! by a thousand individuals each delivering himself of his own conception of what constituted the great drawback to the business. Among these many voices the publishers could not distinguish between the false and the true, between real faults and fancied grievances. And as a consequence the evils which were susceptible of immediate rectification and whose removal would have meant the difference between life and death to many a worthy bookseller of bygone days were allowed to remain a source of disease to the retail book-trade.

Booksellers at Fault

The publishers have my unbounded admiration. Personally I am grateful to many of them for great kindness shown. I honestly believe they have had, at all times, the interest of the retail book-trade sincerely at heart, and I am convinced that nothing would please them better than to see a strong and vigorous organization of booksellers operating continuously to elevate the standard of trade conditions. Don't make a mistake in your attitude on this point. The publishers are not your enemies, but your great friends. It is not against them you must sharpen your spear points. If you must use your weapons, point them at your own breasts. It is you yourselves who are the real criminals. Our business was not to stand idly by, hurling anathemas upon the publishers for initiating selling plans which seemed to inhere solely in the retail shop. I have not the slightest doubt that by far the most pleasant part of the publishing business is the handling of books at wholesale. Selling by retail necessitates the creation of new departments and the expenditure of large sums. The booksellers could have retained the trade, grown to vast proportions, which now goes direct to the publishers.

In this country trade associations first made their appearance more than three quarters of a century ago, altho not much progress was made until about 1875 when a great impetus was given to the movement by the growth of the trade unions. In the course of time it was observed that while these associations tended to protect the interests of the manufacturer and wholesaler, they almost entirely neglected that of the retailers, that inchoate silent mass, which is the first to feel the pinch

So, out of the obvious need, grew the retail trade associations which today guard, in the vast majority of cases, most effectively the interests of the retailers.

One of the typical forms of protection sought by trade associations, both wholesale and retail, is embodied in the efforts made against the introduction of unfair methods. It is not my purpose nor is it within my province to enter into any detailed discussion of this subject. But I should like to place myself on record as a strong advocate of the passage of a law restraining the evil influences of cut-price merchants and as regarding such methods as most unethical—from the standpoint of the manufacturer, of competitors, and of the general public which pays the cut-price store in its purchase of merchandise what amounts to a compensating value, for what has been sold at a loss in another part of it.

Now how are you going to achieve the remedy of what you know to be the evils in your trade if, by your selfishness and indifference, you allow it to remain too weak to enforce its just demands? And if you are that kind of man or woman, without enthusiasm, or even interest in the upbuilding of your trade and its good name, in God's name get out of the business and make room for another who will use his brains, his eyes and his hands intelligently.

The Interdependence of Modern Society

As Professor Giddings says in one of his numerous works on social economics, "if organization is incomplete there is a limit to the life-possibilities of the individual organism." He or it can perform less and enjoy less while living, and dissolution begins earlier. Society as a whole exemplifies this great law. If social evolution is to continue, and the life of man is to become larger and richer with increasing happiness, social organization in the future will be not simpler, not more individual than it is now, but more complex, more interdependent. You cannot escape this fundamental truth. It is as clearly established in the natural law of the modern world as the Newtonian theory or the principle laid down by Darwin, against which William Jennings Bryan and the solemn Kentucky Solons are beating their puny brains in futile self-advertising.

And in the same degree that we accept this law as applying to society on a great scale, so must we accept it as applying to that part of society with which we are immediately concerned. What is true for the whole is true for any part of it. If organization is essential to the conduct of modern society it stands to reason that it is equally important to any of its divisions. The unorganized bookseller, standing outside the breastworks built with

so much effort by his more courageous fellows and scorning the scant protection which those weak labors conferred, not only denied the association the advantage of his help in strengthening it. He also invited attacks upon himself and it to perpetuate conditions favorable to others but unfavorable to the retailer, to which the obvious lack of harmonious cooperation in the trade promised a successful result.

Who does not remember that fable told by Aesop of the dying father anxious that his sons should carry on his work in unity and harmony? Of how he called them to him and showed them a bundle of sticks, which together defied destruction, but singly broke in two without effort? To my mind this fable touches the immortal heights of philosophic truth. And you cannot be so indifferent to your own welfare, as to ignore all the teachings of past ages which point the way to your attainment of all that you desire.

It is a truism that the field of bookselling has hardly been scratched. Is it not a reflection upon our intelligence and our industry that our trade should hold so humble a place in the comparative lists of manufacturers and retail business? Just imagine, ladies and gentlemen, that business which satisfies the most elemental characteristic of civilized humanity,

which creates the opportunity for every boy and girl to rise to great heights, which confers ability, gives pleasure and controls every emotion of the human mind, just imagine, I say, what must be the opinion held by men in other lines of those who hold this power and fail to use it, to their utmost, to their own benefit and the world's great good!

These are my postulates. I fear I have already kept you too long. But my strong belief in the cooperative principle as a necessary means to success in these highly organized days must be my excuse. And so, in concluding, let me repeat that not to those before me do I address myself, but to those beyond the walls of this hall. To those who by their inactivity menace not only their own future, but that of their brothers and sisters, who have waged the good fight for the correction of all the evils that have threatened us in the past and still continue to threaten.

To these trade associates I make the appeal, that they affiliate with their National Association, not only for their own good, but also to show the present membership that they realize and appreciate the benefits that all have derived from the efforts made by a small group of brave and determined, pertinacious and continuous fighters who made the twenty-two year record of the Association.

As Ithers See Us

By A Publisher's Salesman

Read by James W. Le Gallez of the Philadelphia "North American"

THE book specialists with whom this paper has to do are the buyers and sellers of books—the professional buyers, the men and women who buy books from the publishers' salesmen for the retail store, and the travelers or salesmen who sell books for the publishers. These two vital forces in the distribution of books must meet on the basis of mutual good will and common understanding, but this paper is to present the salesman's side of it. There will be no attempt to make reference to various questions in an orderly sequence—it will be merely a haphazard rambling from one thing to another.

A frequent source of annoyance is this: A salesman calls on a buyer with a well-defined and fully-developed selling plan in connection with some particular title. The plan proposed meets with the approval and acceptance of the buyer, and more because of the selling plan than because of the title offered, he orders a larger initial quantity than he would have otherwise. However, the minute the salesman is out of sight the plan is out of mind and is never thought of again.

Finally the stock of this title comes in and is put on the counters with everything else. It remains there. Ultimately the salesman is accused of having put over a sticker. This is not fair to the salesman who has done his part. The responsibility for failure is clearly up to the buyer.

Book buyers generally have become more methodical in handling orders given to the salesmen than they used to be, and most of them have some good plan of catalog checking, but there are many who have no plan of checking at all—just guess at it. The buyer who does have a rational method of checking is dear to the hearts of salesmen. The fellow buyers of those who are weak in this respect will no doubt be glad to explain their own pet method.

Where the store proprietor also does the buying, as well as many other things in the conduct of his business, there is often shown a sad lack of appreciation of the value of the salesman's time. This type of buyer is a source of much complaining when "the boys" foregather, and justifiably so. If the



MARION E. DODD

busy men and women would devise some method to handle their work and the salesmen in turn—neglecting neither—a much better feeling would prevail and more would be accomplished.

Considerable criticism comes from buyers from time to time about the evident lack of authority of some salesmen—that

either they exceed their powers to grant concessions or to straighten out questions in dispute, or else their houses will not back up their agreements. No well-intentioned salesman, working for the good of his house as well as for the good of his customer, will object to a buyer's insistence that all special agreements and concessions be made a matter of written record on his order. This question, frequently the subject of discussion, will be quickly settled if every buyer insists that every agreement with the salesman be plainly written on the order the salesman sends to his house.

One of the worst habits is that of giving memorandum orders subject to later confirmation. This happens with the buyers for some department stores—when it does happen. The salesman receives the memorandum order and sends it to his house in good faith. The publishing house receives the order in good faith, and many times estimates its needs for future delivery on the basis of a collection of these memorandum orders.

The specified date for confirmation comes along in due time. Some of the orders are wholly confirmed—some half confirmed—some quarter confirmed, and many of them are never confirmed. Usually no explanation is given for not confirming. Sometimes the buyer writes to the salesman, and says: "Sorry, old man, but my appropriation ran out" or "They wouldn't let me put through any more orders," or "Our

merchandise man cut me off," etc., etc. Why give these alleged orders at all? How much better to give a definite and confirmed order for actually what can be bought and used. The unconfirmed memorandum order helps no one—least of all the salesman.

A new book by a well-known author, with established successes as a matter of record, if presented for sale with the promise of an advertising campaign behind it (many times without such promise), will nine times out of ten be bought by buyers in liberal quantities before publication, or before it has had a chance to show, but the book by a new and unknown author is bought lightly or turned down entirely nine times out of ten—regardless of its intrinsic merit and commercial possibilities. Yet the new book of an established author often flivvers out completely while that of the unknown goes into a profitable and successful sale.

The New vs. the Old

The buyers' plaint is ever—bring us something by an author we know. The salesman often wonders how to figure it. What encouragement has his house to risk publication of meritorious books by unknown authors if the buyers continue to be—*show me first?* And don't misconstrue this as being a brief against the exploitation and sale of a meritorious book by an established author.

The temperamental and persistent appointment-breaker is the bane of every salesman's existence. An appointment for next Tuesday at 2 p.m. may mean something, nothing or anything. Next Tuesday rolls around and the salesman sits in his room patiently awaiting the arrival of his promised customer. A half hour passes and no Mr. or Miss Buyer appears—then the salesman is on the phone asking if Mr. or Miss Dilatory is in. "He ain't here" and a hang up is all he gets for his trouble. An hour passes, then two hours, and then the afternoon is gone. In the meantime frequent recourse to the phone with always the same result. Maybe in a day or two, or in a week or so, the salesman manages to connect with this particular buyer again. This is usually what ensues—"Did I have a date with you?" or "I never made an appointment with you!" or "Gosh! I forgot all about it!" etc., etc. It is hoped that this will reach the guilty.

Standing the Traveller Off

The procrastinator is almost as bad. This is the type of buyer who always wants to put the salesman off until some other time. "Oh, I'll see you the next time you come around" or "I'm too busy to see you today" or "Can't see you this week. Have a sale on," or "I'm not ready to buy now." When



WALTER S. LEWIS

me put through any more orders," or "Our

the salesman calls in August he is told, "See me in October." When he calls in October he is then told—"I'm sorry, but I'm all bought up and can't get another dollar thru." There are not many of him and her—thank goodness, but enough of them to cause fret and worry out of all proportion to their actual importance.

All salesmen like to talk with the store salesfolk with the idea that if they can tell something about their own particular books it will help the retail selling. This is a good plan from the view point of the salesman, and many buyers agree and encourage the practice. On the contrary, some buyers object and will not permit it. Salesmen who desire to accomplish more than merely to sell a bill of goods believe that the buyers who object are taking a shortsighted view of it.

The general attitude of the present day salesman is to sell his customer constructively—to give him workable ideas to help in turn sell the books he is buying. The old time idea of loading up a susceptible buyer with all he would stand for in one big order is a thing of the past. With few exceptions the salesman of today realizes that a developing account growing larger and larger year by year is a much better proposition to all concerned than one or two big orders. This is the method behind the work of the wise salesman, and the buyers are meeting him on this basis. For the buyer this plan of buying means increased turnover; for the salesman and his house a larger and better account. The unreconstructed buyer who fails to see the value of this plan is not getting an adequate turnover. On the contrary he is a constant sufferer from the overstock malady. If the point is not understood any clever salesman will gladly explain it.

The Traveller Has His Troubles

Every salesman in the trade, if he has learned his business at all, has a sympathetic understanding of the trials, troubles and tribulations that beset every buyer, but it is a question if every buyer has the same appreciative understanding of the hundred and one difficult problems confronting the salesman. The buyer is inclined to consider only the sunny side of the salesman's life—his apparent freedom from all restraint, the surface indications that he has hours upon hours and oodles of time to use at will. What the buyer does not generally comprehend are the vicissitudes of travel, the catching of trains,

the run-ins with the brow-beating, lordly and independent hotel clerks, the baggagemen's habit of mislaying sample trunks, the daily longing to be home with the wife and kiddies; not to stress, the fact that many of the salesmen calling on him are being directed in their activities by some sales-promotion genius, who loads him to the guards with instructive details, impractical plans, daily jazz letters, much adverse criticism, and what not. When inclined to blame the salesman for all poor buying guesses do give his side of it some consideration.

As a matter of fact, the comradeship existing between the buyers and sellers in the book-trade generally is a very beautiful thing indeed, and the harmonious endeavor to play each other's game

on a fifty-fifty basis is rarely absent from their commercial contact. In these days when the financial rewards for work well and successfully done are greater than ever before in the history of the trade, it is a recognized fact that the human side of the book business is as essential a part of it as the commercial.



JOHN G. KIDD

There are really no misunderstandings, in the larger sense, between the buyers and sellers in the book business. All are impelled with the desire to go forward and succeed, and to go forward and succeed honestly, fairly and in the friendliest spirit—helping one another to make the best business in the world a bigger, better, happier and more prosperous business.

MR. LE GALLEZ: For myself I would first like to say that I am mighty glad to be here, and I think in saying that I also voice the sentiments of all the newspaper representatives who are with us.

Mr. Herr referred to a humorous and genial salesman. The only reason that I was reading this paper is because it was written by a shrinking violet. [Laughter.]

[The meeting adjourned at 4:10 p.m.]

Morning Session—Wednesday, May 10th

The meeting was called to order at 10:15 by Eugene L. Herr, President

PRESIDENT HERR: The business this morning is the Report of the Chairman of the Special Committee appointed by the Board of Trade to investigate and report upon the practice of

offering books as premiums with magazine subscriptions. This report will be made by Mr. Wilson, of McDevitt-Wilson's, Inc., New York City.

Report on Offering Books as Premiums

By Ralph Wilson

Chairman of Committee Appointed by Board of Trade.

LAST September—September 1921—the Board of Trade appointed a Special Committee to look into the proposition of books being offered as premiums with magazine subscriptions. This being so near to the holiday season, and dealers making preparation for the coming season, nothing was done, but in the following January—January of this year—we started a little campaign of inquiry to see what the opinion of the booksellers thruout the land was.

We sent out a letter and we had many personal interviews with different booksellers, and it seemed to be the consensus of opinion that this offering of books as premiums with magazines was advantageous to the bookseller.

In February, the statement headed "Stop-Look-Listen," also footed "Stop-Look-Listen," was issued and it appeared in the *PUBLISHERS' WEEKLY* of February 25th, and in the *Bookseller and Stationer*. Probably most of you have read this. At first I was only going to read a part of it, but the powers that be said I had better read all of it. It will take only a few minutes, and I will read all of it:

[The report will be found printed in full in the *PUBLISHERS' WEEKLY* of February 25th 1922, Page 493-494.]

Encouraged by the Magazines

At that time, and since, a number of ad-headings have been used that are rather significant, and I have chosen three of them on which I would like to ask this question: Would it not appear that these tend to persuade the public that the bookseller is profiteering? In the case of "*Outline of History*," across the top of the page in large figures it says "FIFTY PER CENT REDUCTION." In the *Ladies Home Journal* of March, 1922, "LET US MAKE YOU A PRESENT OF THESE BOOKS—COST FREE TO YOU," included "The Obstacle Race," "Alice Adams," "The Girls." In the *Literary Digest*, of February, 1922, the slogan is as follows: "FREE. A SPECIAL EDITION OF WOODROW WILSON AS I KNOW HIM."

Robert Louis Stevenson has said something

like the following: "The world is full of a number of things, and I am sure we should all be as happy as kings." Somebody else has given us something like the following:—I presume it is a complaining bookseller—"Life is just one doggone thing after another"—only he didn't say 'doggone.' (Laughter.)

The feeling in this matter is only friendly on the part of the bookseller. I don't believe in blame or antagonism. I don't want to seem antagonistic. I don't want to seem to be dispensing any gloom, but I think, since we have the subject up, we ought to talk about it. We ought to call a spade a spade, and find out whether we are right or whether we are wrong.

Arguments of the Publishers

This practice is either right or it is wrong. It is fair or it is unfair. It is businesslike or it is unbusinesslike. Some of the arguments of the publishers follow:

In the first place, they say it gives them a greater outlet, an outlet the bookseller could not possibly give them. It may be true, and probably is true. For example, we take a group of booksellers in a city such as Washington, and pick out the leading booksellers who are dealing in the current books, and they all maintain the price but one. This one happens to be an important bookseller. He advertises to his customers, he fills his windows with books at reduced prices, he gives the matter a great deal of publicity. Wouldn't it naturally follow that he would be a greater outlet and he would sell more books by that method?

Another argument is that the bookseller by this publicity will be able to sell more books than he would without it. The question is, is that true?

Another argument is, in some cases, that only the older books of different authors are offered, thereby stimulating a book that, comparatively speaking, has become an old book. But in this connection we are not offered any better discounts on these older books, we have to pay the same price for the older books. We don't

receive any better discount on "Ben-Hur" today than we do on the latest novel.

A bookseller in New York last Christmas sent out a Christmas card, which I believe was reproduced in the PUBLISHERS' WEEKLY, and part of it read something like this: "Competition is the life of business, but cooperation is the business of life." We are asked by the publishers or their representatives, by letters, etc., from time to time, and all the time, to stock the books—that is natural. They want us to make window displays—that is quite all right. In fact, these are all privileges to us and we want to cooperate. They want us to send out imprinted circulars. They want us to send out special letters. They want us to attempt to educate our sales-force so they may know something about what is inside of their books, and can explain to the prospective customer and thereby effect more sales. Now this is called cooperation.

Well, I should like to ask—is this offering of books as premiums with magazines cooperation?

Three Remedies Suggested

There is another thing that has been suggested that would happen. I think it speaks of it in this "Stop-Look-Listen" letter I have just read. What will the store buyer say when offered an important book by the publisher?—we will say a book at \$5; and a previous book of this publisher shortly after publication was offered as a premium with a magazine subscription. The question is, will not this buyer say—"Well, I don't know what you are going to do about this. I have no assurance that you are going to offer this or let it be offered as a premium with a magazine subscription. I will give you an order for twenty-five copies and not one hundred." Or might he not say, "I won't buy any of them. I will get them on order." The salesman will say, "Why?" And the buyer says, "Well, for the same reason."

Now there are three ways that suggest themselves and have been suggested to me—three ways out of this situation.

First, supposing we feel that nothing should be done, we simply should look straight at the painful truth and not listen to the siren while she transforms us into bookkeepers—and add, as for me, give me the liberty of a healthy book business or I will be inclined to go into radio or the movies.

The second is merely a suggestion on a supposition. It is not recommended, and of course, won't be done, but it shows the possibility. It is not a threat. Suppose we say, "All right, two can play at this game. Let us go. We will cut prices too. The next im-

portant book that comes out, say it is published at \$5, we will immediately put a sign in the window, in large figures, and advertise it at \$4." What will happen? The publishers very likely will jump on us with both feet, and justly so. And if it is kept up and others fall in, demoralization of prices will result and we will all be in the stew. But we do not want to return to those conditions.

The third way is, we can stand together as booksellers and steadily protest against this, provided we believe it isn't right and fair. I feel sure that we will win out in the end if we stand together and stick to it. If we will stand up on our hind legs and say, "Look here, you know this isn't fair, you know this isn't businesslike. Why not play the game? It makes no difference how much energy we put into our business, we cannot possibly compete against this competition unless we are given lower discounts at the time."

Now, I started out by saying I didn't want to appear antagonistic or unfriendly. I do not feel unfriendly to the publisher whatsoever. I might go so far as to say I love the publisher whether he cares for me or not, and I hope during this session that in the discussion something will be brought out and that we will not remain on the fence.

PRESIDENT HERR: The question that Mr. Wilson has just discussed is one of the vital issues that are before the Booksellers' Association, and we will take a few moments now for discussion from the floor.

MR. HOTCHKISS (Portland): I think the booksellers should express themselves on this subject. We should not go away from here and do nothing about it. The practice of giving these books as premiums is absolutely wrong. It is inimical to all of our interests. I think this Association should take some definite action at this time, and I hope that these men here will not hesitate to express themselves freely.

The bookseller is now said to be a profiteer anyway. The people want the prices of books to come down. And such statements as made in the *Ladies' Home Journal* will tend to show that to the public. I am heartily opposed to what the publishers are doing in allowing these magazines to get the books at prices which will permit a price cut on books in connection with subscriptions.

MR. MACAULEY, (Detroit): Mr. Chairman, I move that we refer this matter to the Resolutions Committee, empowering them to draw up a resolution covering the statement made by Mr. Hotchkiss.

[The motion was seconded.]

PRESIDENT HERR: It has been moved and seconded that this matter be referred to the Resolutions Committee with power to draw

up a resolution. All in favor will give their consent by saying "aye," those opposed "no." It is so ordered.

SEELEY CONOVER (Amsterdam): I think there is one point that we can very well bring out and that is that the magazine publishers feel they are charging too much for their magazines anyway and they want to give some of it back. [Laughter and applause.]

MR. EVERITT (Doubleday, Page & Co.): May I make this suggestion? I do this after consultation with Mr. Darrow, of Scribner's. I think it is rather beside the point to debate the question on this floor, because the assembly is too large, but I do make a suggestion. There is a great deal to be said about this advertising and the premium business. It is a very small thing to the publisher and of no advantage to us particularly, except the

vast advertising which some of us think of real value. If you think it wise I would suggest that you appoint a small committee which might confer with a small committee of the publishers so that we can go into the matter more thoroly, marshal the facts and study the whole question.

PRESIDENT HERR: That is a very excellent suggestion. It is possible that there may be some debate on this proposition in the Executive Session this afternoon when the Resolutions Committee reports, and out of that may grow the possibility of a conference committee, following the convention.

There is no time today to thoroly thrash out the subject. I will therefore pass on to the next item of business, and will ask Mr. Ward Macauley to make his remarks on Year-Round Bookselling, carried over from Monday afternoon's program.

Year Round Bookselling

From the Standpoint of the Retailer

By Ward Macauley

IT is probably safe to say that the Year Round Bookselling Campaign with its progressive plans formulated by the committee and carried out by hundreds of booksellers thruout the country marks the high tide thus far of cooperative effort to bring the value of books more directly home to the American public. The success that the campaign is achieving indicates that the book-selling trade has learned the lesson that the best results are attained by working together and has become released from the obsession of individual store isolation. The lone game has been played for many years with indifferent results. Cooperative effort seems to offer greater possibilities of success. If we continue and enlarge upon these well-organized efforts to bring books before the notice of the public at all seasons of the year, we will go far and we will be thrice foolish if we allow our interest and activity to recede.

The committee's work and plans for the future have been admirably outlined by Mr. Melcher. His report certainly reveals great industry and initiative on the part of the committee. We are assured that a lot of live stuff will issue out of the office this coming year, but a large portion of this will be absolutely dead unless we, as booksellers, work just as hard to put it into effect, as the committee has worked to get it ready. Posters in the waste basket make no sales. Easter greeting bands which we discover two weeks after Easter is over have not boosted our sales.

In short, every activity of the committee presupposes a supplementary activity on our part. Further than that, the committee must receive a constant stimulus in the form of suggestions from us. We are in the field, in active daily touch with conditions, and we can report on the success of the plans which achieve the best results. A scheme which we have worked advantageously in our own business should be sent on to the committee so that its working may become general. I know that some feel that when they have initiated a good plan, they have a right to retain exclusive use of it and so they keep what they term their secrets to themselves. This might be a justifiable position if one has confidence in his monopoly of good ideas, but it is obvious that we will all receive from a general contribution of workable ideas much more than we can possibly contribute. Let us be liberal with any good plans we have; we can depend upon a return a hundred fold.

This committee does well to emphasize the value of books as gifts. A book is a gift that allows the giver a delicate artistry of choice. If your friend presents you with a novel by Mrs. Southworth, you have a very vivid illustration of his judgment of your literary taste, but if your friend presents you with a beautiful edition of Keats or Shelley, ah, how he compliments you and raises you in your own esteem! Whether it be Christmas or New Year's, Easter, Valentine's Day, Graduation season, Birthday, Mother's Day, or every day,

a book can be found that is just the thing and that can be purchased for a tithe of what an equally suitable present in most other lines costs. The playing-up of these various seasons may well enter into the work of the committee and of the bookstore. Every such season may be made the means of bringing many more people into our stores and this means a greater interest in books and more sales. The continued emphasis upon the value and the desirability of books as gifts is certainly needed.

But we must also reveal the joy of personally purchasing a book for oneself. It is as interesting an experience to meet a new book as to meet a new friend—by new, I mean one not met before. We must preach the ministry of books. We can attack this problem from many angles. There is the book for recreation only; the book of a generally instructive character; the book that teaches one to perform one's specific task better; the book that makes a hobby more delightful. Every man, every woman, every child needs books. It is a rare person that cannot be made to feel this need from some one of the angles indicated. The tired business man can get just as much diversion from a thrilling mystery story as he can from a musical revue; the *Review of Reviews* is more worth while than the Winter Garden brand; the man who lacks the time or money to travel can have the world brought to his fireside by means of the printed page, there is no trade nor profession that does not have a literature that offers short cuts to proficiency; the man with a hobby is obviously limiting his activities and his joys if he fails to profit by the experience and helpfulness of others who are treading the same path. There is no field of human endeavor, whether it be connected with our gainful occupations, or with our hours of leisure that cannot be made finer, more interesting, more worth while thru books. It is our job in All Year Round Bookselling to persuade people of the joy of books from every one of these enticing angles.

Supplement the Year Round Plans

We must thoroly join in working with the plans that the committee sends to us but we must do more than this—we must supplement. We must add originality and initiative to co-operation. By this means we will avoid undue standardizations. We would not wish to become standardized and have our activities become so centralized that bookstores the country over would resemble each other almost as closely as chain stores do. The way to avoid such a tendency is to supplement the activities planned by the committee by an uninterrupted flow of activities individual to us. We must often adapt the Year Round Plan to our own

particular circumstances. Sometimes local conditions make another time more suitable for emphasizing certain books than the time suggested by the committee. In Detroit, for example, we all featured books for the home during the week of a "Better Homes" Exposition which occurred earlier than the time scheduled in the committee's outline.

Books That Are No Books

Charles Lamb refers in an essay to what he terms "books that are no books" and catalogs specifically a number of reference works and then to be whimsical includes two or three pet aversions, among them Gibbons and Hume. He calls them "things in book's clothing" and confesses to covet their luxurious bindings for his own ragged veterans. However that may be, booksellers can well make good use of these "books that are no books" in the scheme of all Year Round Bookselling. We need to devote more attention than we do to the selling of all manner of practical books. We are suffering from an obsession in favor of the new book which we seem to feel we are under an obligation to put over. Yet it is probably true that a comprehensive display of dictionaries will produce more sales than a mass exhibit of some novel of the moment. Cook books, etiquette books, automobile instruction and route books, golf books, card-game rules, parliamentary law books, books on the care of infants, fishing books, graduate record books, bird guides, flower guides, and just now radio books, and a whole host that might come under the classification "books that are no books" because they are not in the field of literature are never the less bread and butter to the bookseller and should play a prominent part in his Year Round Bookselling Campaign and ought to share in window and table displays rather than to be drawn from obscure shelves when actually demanded. Without giving us a "Cook Book Week" or a "Mend your Manners Week" for etiquette books, or even making a special occasion for any of these things, the Year Round Bookselling Committee can be of great service to the bookseller by preparing material that will stimulate sales for all these practical books.

Special Weeks

The special week can be very easily overdone. We can strongly emphasize Children's Book Week and Religious Book Week, but it would be folly to add to the list with the great number of other weeks that are being attempted: Soap Week, Honey Week, Blank's Bread Week, Silver Week, and many others. Few of these special weeks, however, have any local effective work put behind them. We owe it to any good idea to either go thru

with it or leave it alone. We should not usurp a good plan—original or borrowed—and half work it. To advertise that the week of May 8th is such and such a week and do nothing further merely adds to the multiplicity of special weeks without really awakening public interest in the product. So with slogans—good, if not overdone. "Say it with Flowers" was a most engaging phrase but its many paraphrases are unjustified. It was somewhat astonishing to see over a fish-market the caption "Say it with Shad."

Children's Book Week

Probably Children's Book Week offers one of the best opportunities for influencing Year Round Bookselling. We can do something tangible at that time to stimulate public interest greatly in better books for children. We can engage the active cooperation of many influential persons outside of our own ranks. Librarians, school authorities, boy scout workers, ministers and other church leaders, women's clubs, civic and business clubs, will all gladly work with us if we show them that our idea is not merely to sell more children's books but to arouse a more intelligent interest in their selection. This incident is illuminating. A customer, during the holidays, asked for a new novel for his brother. He insisted on the salesman's giving him a complete summary of several books and only made his choice after much deliberation. He went thru a similar procedure in selecting other books for adults. Then he said, "I want two books for a girl of ten, one for a boy of eleven, and one for a boy of fourteen. Anything will do." Children's Book Week is intended to combat the "anything will do" attitude and if so employed will recruit hundreds of voluntary workers. It ought soon to be possible to form in every city a Children's Book Week Committee, consisting of prominent public persons who have no commercial interest in books. Such a committee was formed in Detroit and helped materially in making Children's Book Week effective. Detroit booksellers organized for the purpose of carrying on Children's Book Week and utilized these and other plans for the purpose. Announcements of the meaning of the week were made by several hundred ministers and by the presidents of many women's clubs; talks on the importance of good reading for children were made before the Rotary, the Vortex, the Lions and similar clubs; newspapers made extensive editorial comment; the schools did good work in bringing the week before the children; the public librarian and his assistants strongly co-operated by displays of books, by issuing lists of recommended books, by visiting the various stores and aiding in choosing books for display, by an article on the subject in the

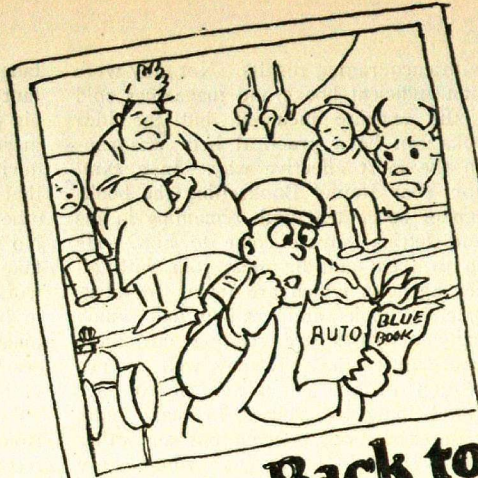
periodical *Library Service* and in many other ways. More pretentious window displays of children's books were made than are usually to be seen even at the holidays. A scenario was written and a movie produced that was seen on the screens by many thousands. In the story a little girl asked her father for money to buy a book. He impatiently put her aside saying he was too busy to bother. The next night he came home bringing a business friend to dinner. To his consternation he found his little girl reading a paper-covered book of the trashiest variety, bought with her own money. The business man heeded the lesson and in the final picture we see the little girl surrounded by good books in good editions. A prize drawing in our juvenile department aroused much interest. Children visiting the department during the week were invited to write their names on slips; these slips were duly deposited in a box and on Saturday afternoon, Edmund Vance Cooke, the children's poet, drew the names of the lucky winners, each of whom received a handsome book. The department was thronged with eager children during this ceremony, and the unlucky ones were consoled by having the opportunity of clasping the hand of one of their favorite writers. Other stores engineered other activities and altogether Children's Book Week aroused a great deal of very favorable comment. Mrs. Alfred J. LaBelle served as secretary for the work and efficiently put into operation the various plans which the Committee of Booksellers had agreed upon as practicable. Children's Book Week is full of fruitful promise for those who do not expect to plant and harvest the same day and who will wholeheartedly work with these interested in more intelligent selection of reading for the young. It is the year's finest opportunity for the bookstore to reveal itself as a public institution with a service-giving spirit. Similar plans should also prove effective during Religious Book Week.

Displaying Books at Public Exhibitions

The public exhibition is a field that offers aid in achieving Year Round Bookselling. We are so immersed in books that we often fail to realize that we are surrounded by thousands of people who do not know that books can have any interest or value to them. Such persons rarely visit bookstores. The problem is to get the idea of books and reading into their minds. A way to do this is to get books where they will see them and be able to handle them. At public exhibitions, a suitable display of books will present the idea of reading in a tangible way to many who are not ordinarily touched by it. During the recent Radio Show in Detroit, we made an exhibit of radio



BOOKS
are Life
Teachers



**Back to
Nature
BOOKS**

LOST
LAUNDRY
TICKET



BOOKS--
The Ideal
Gift



**Find it in
BOOKS**

BOOKS
Make the
House a
HOME



books with encouraging results. Not only were more than sufficient books and magazines sold to pay the expense incurred, but the idea that books can be a practical help was conveyed in the most effective way. In a campaign for Year Round Bookselling the bookseller cannot be content with remaining in his store and letting buyers come to him. He must go to them and he must join with all the other agencies which are trying to interest people in books and reading and which thru many activities are sending customers to his store every day. It may well deserve the attention of the committee to consider plans for helping booksellers to make book exhibits at expositions, conventions and other gatherings. It might prove wise, where large exhibits are necessary, for the committee to consider the possibility of undertaking the work itself.

Universal Children's Book Week

All these activities and many others may be profitably employed by the committee and by individual booksellers with the one thought of making books and reading constantly more prominent in the public mind. All such efforts will be well repaid. Perhaps not overnight but in the future for which we are building. We should aggressively carry out just as many as possible of the plans that the committee sends to us and we should add other plans and campaigns which give promise of success in our various fields. We should stimulate the committee by suggestion and encouragement.

The work of the Year Round Bookselling committee should be utilized in even the smallest towns. Every merchant who sells books at all should take his part in Children's Book Week and should use the aid the organized plans give him to increase whatever book business he has. It is to be hoped that sufficient funds will be available so that material for booksellers and for newspapers may go into our rural and small town communities for interest in reading needs to be increased there just as much as in centers served by our large stores.

Enthusiasm Counts

All these practical things will help us greatly in achieving Year Round Bookselling, but the crowning glory of our task will lie in our love of our work, our flaming enthusiasm for our product and this if we possess it, will prove our most precious asset in spreading the love of books to others. The man who cares no more for selling a book than a jar of cheese, or takes no interest in what books he sells, to whom in a word the book is merely merchandise and nothing more, lacks an in-

tangible but very real and immensely important quality that will help him greatly in the big job of winning the American public to an increased understanding of the joy and enduring value of reading. The enthusiasm that flames within us can be imparted to others but it cannot be successfully simulated. No stereotyped plans, however excellent, can take the place of this secure belief in the worth of our work but the two working hand in hand should prove to be the proper combination to bring about that greatly to be desired object—the successful unremitting sale of books thruout the Year.

PRESIDENT HERR: The question of Year-Round Bookselling is open now for discussion from the floor. Very briefly, we will be glad to hear from anyone as to his impressions, reactions or suggestions. The remarks will have to be brief but we will be very glad to hear them.

MRS. MORRIS (Detroit): Would you listen to a word from an old-timer? I found that in my work I was helped a great deal by a booklet containing the dates of birth of the different authors, written many years ago by Mary Fuller. In that book you will find the birth dates of all the prominent authors. I put on a Shakespearian display one time in April, which was very helpful. I emphasized Shakespeare's birthday with small books, I had photographs of Shakespeare, and I had all the various editions of Shakespeare. I had one full window display of Shakespeare and I sold a good many books. I started it on the 23rd of April and kept it for an entire week. I sold a lot of his books when I had the display.

Featuring Author Birthdays

You can have a display of Burns or Keats, or anyone else. It doesn't necessarily have to be Shakespeare. The field is very large. The book I speak of is a fine guide. You will find it in most any library. I don't remember the title of it, but it has to do with dates, etc., of famous men. I have found it a wonderful help in my experience. Of course, I am an old-timer, and I may be a little out-of-date—as they said sometime ago, "a little disfigured but still in the ring." [Applause.]

PRESIDENT HERR: We were favored yesterday with a visitation from several statesmen, several members of the House. Today we are favored with a stateswoman, Mrs. Senator Keyes, who besides being the wife of a Senator is in her own right a literary woman, and we will be delighted if Mrs. Keyes will say a few words to us. [Applause.]

MRS. FRANCES PARKINSON KEYES: With all humility of spirit I come to say a

few words to you this morning, because an author has got to convince herself, or himself that there is something inside of her or him that is worth saying, and then she has to convince the editor, but after that she has to convince the booksellers. I had a very bitter experience of that sort this fall when I was sent out to Buffalo to be featured—as our friends meeting downstairs would put it—at a big book fair in Buffalo where they had planned to have me more or less on exhibition, the lion or perhaps the lioness of the occasion. And the books that my publisher, Stokes, had sent out for me to autograph for that occasion were delayed in the mails. We won't make any remarks about the mail system, this isn't the time for that, altho I could say a good deal about it—anyway the books were delayed and we scoured the city. After a prolonged search we unearthed four copies of a book of mine which had been out less than three weeks. We sat around, with a panting throng at my heels and in front of me waiting for those books to come and when the books came from Stokes we sold twenty-five in twenty minutes, and if we had had a hundred we could have sold them in an hour.

Encouraging the New Author

Now I wish I could put in a plea to the booksellers to give the beginner or the near-beginner some kind of a show. I don't mean by that to impoverish yourselves in these awfully hard times by putting in big orders for a person's work which would not sell, but when the supply is exhausted to renew it.

After that experience in Buffalo I did a little sleuthing in a small way when six people in one day, for instance, told me they hadn't been able to get a copy of my book in the city where I lived. I went to six different bookstores. In those six different bookstores I found just two copies of my book.

Now I know that wasn't the publisher's fault, and I am not prepared to say that it was the booksellers' fault, but can't you give us a chance?

In politics when a man begins to show a little spark of possibility he gets some cooperation—not for his sake, we are much too selfish for that—but for the sake of the other people who are going to deal with him. And can't you renew in a very, very small quantity the book of a new author when a demand comes in? I really think that we would cooperate with you to such an extent that you wouldn't be sorry in the end. I know I will.

I feel that you and I—and when I say you and I, I mean this chain, the booksellers, the publishers, the editors and the authors—have got in our hands today the very biggest piece

of work that exists in the world.

I have been to a number of conferences lately. I am able to go to a good many in my official capacity. When I am not allowed to go officially I go as press, which I enjoy very much, indeed. The last one I went to was the big Pan-American Conference in Baltimore. It was a very, very wonderful conference, indeed, and I was fortunate enough while I was there, to have a whole hour alone with Lady Astor. Usually when I hear a great deal about a woman or a man beforehand I am disappointed when I meet them.

A Plea to American Women

But she came up to every expectation. I had been very much interested in various welfare measures that had been taking place in the Senate—she said, "Mrs. Keyes, the very last thing I say is to urge American women to go and work. Too many women in America are just sliding over the surface and imagining they are working. They have a wonderful chance and if they would only dig down to rock bottom, there is nothing that the American woman and man can't do."

I believe that is true, and I believe that we have got the biggest piece of work of all. Where nothing else on earth goes, where no music goes, where no pictures go, the printed pages go, and you and I are helping to send them there. It is a perfectly wonderful piece of work, a wonderful asset, a great, great source of power and service and a help to humanity.

We have got it in our hands to do the very best we can with, and I think there is nothing, if we all get together on it, that we cannot do. We can pretty nearly control the destinies of the universe if we all work together now. I don't think there is anything that expresses it better than a little poem by Sir Henry Van Dyke. I hope it will mean at least a little to some one here because it has meant so much to me. It is about work.

In Praise of the Daily Task

When I began to ply my nefarious trade in an attic, because my family made such great fun of me, I had to work on a typewriter which dated back to the days of the Civil War, because a real typewriter had to be saved for work that really mattered. It was about as big as a Ford and it seemed as tho it had seen about fifty years of hard service. The hired man on our farm helped me put it together so that I could actually write on it, and behind closed doors in a place that was darn hot in summer and darn cold in winter, I hammered out the first things I wrote. They came back and came back, and to this day I

cannot look a fat commercial envelope in the face without having an awful sinking feeling somewhere, because I remember what it used to mean. [Laughter.]

I have heard about authors who immediately earned \$1000 on the first things they wrote, but, like other people's wonderful cooks, and other people's wonderful children, I have never seen them—I have a large family and they are pretty fine children, but they are not perfect—and I haven't discovered that work is ever easy or ever perfect, but still it is magnificent.

"Let me but do my work from day to day,
In field or forest, at the desk or loom,
In roaring market place or quiet room;
Let me but find it in my heart to say
When vague wishes beckon me astray,
This is my work, my blessing, not my due.
Of all who live, I am the one by whom
This work can best be done in the right way.
Then shall I see it not too great nor small
To suit my spirit nor to prove my powers,
Then shall I cheerfully meet the laboring
hours,

And cheerfully turn when the dark shadows
fall at eventide,

To love and play and rest,
Because I know for me my work is best."
[Applause.]

PRESIDENT HERR: Miss Marion Dodd, our Second Vice President, has something to say at this time.

MARION DODD: Mr. Nye has asked me to read this letter which I wrote him a few days ago, bringing up something which I think we are all interested in:

HAMPSHIRE BOOKSHOP, INC.,
Northampton, Massachusetts, May 3, 1922.

Mr. Simon Nye,
c/o S. Kann & Sons Co.
Washington, D. C.

My dear Mr. Nye:

A short time ago you asked booksellers in general to bring up certain subjects for discussion. It seems to me from the booksellers' point of view that the question of publishers' date ought to be discussed quite thoroughly and some action taken in requesting the publishers to put approximate dates of publication in their advertisements throughout the newspapers and magazines. In many cases they are actually cutting down the sale of a book by advertising so far in advance that people are convinced that it is out and will not believe any bookseller when he states that it is not yet published. Quite naturally, I think.

The result is that the friends of an advertised book are more and more disgusted as they go from shop to shop without finding it, and when they finally do obtain the book they think that all the other bookshops have been slow in obtaining stock or else did not know what they were talking about. Now that conditions of manufacturing have changed, it seems to me, that it ought to be possible for publishers to approach the dates announced for publication and those who are not announcing dates should be requested to give full details to the bookseller.

Very truly yours,

(signed) MARION DODD,
Hampshire Bookshop, Inc."

PRESIDENT HERR: The discussion of Year-Round Bookselling was cut rather short, and before I pass on to the next item I want to

give you an opportunity. Has anyone anything to say on the work of the Year-Round Book-selling Committee?

MR. SEELEY CONOVER (Amsterdam, New York): Mr. Chairman, I would like to speak on this matter, especially to the younger members of the Booksellers. If you want to become a power in your community and want to be known, if you are called on in a municipal way, to serve your city or your town, don't turn the call down. Remember that you can serve your community municipally as well as you can in anything else, if you will, and the way you can maintain your position is to play the game square where you are or in whatever you undertake. If you do what your good will dictates you to do in your community, you won't lose one dollar's worth of trade. That pertains to merchants generally. They are a cowardly class when it comes to standing up before their people and saying what they think is right and what they think is wrong, sticking to it and letting everybody know it. You can be popular in serving your municipality and you should do it, because you belong to it. You owe your service to your community in that way as much as you do in bookselling. Now that is the message that I want to bring to the younger men who are coming up—don't be afraid of entering into politics if you will only do it squarely.

PRESIDENT HERR: The committee have placed on the chairs in the room a list of slogans, and they are particularly anxious that everybody consider this list very carefully and send in a vote as to what they consider the best slogan. This is very important, because they want to get the opinion of as many people as possible on the most valuable slogan.

Are there any further remarks?

MR. HOTCHKISS (Portland, Oregon): Mr. President, I would like to say for the booksellers that had they known Mrs. Keyes was to be in the city she referred to, they doubtless would have telegraphed and had some of her books there. I promise that if she will come to Oregon we will wire so that she will have a large stock to sell. (Laughter.)

PRESIDENT HERR: We have what the Committee considers a valuable suggestion from one of our veteran booksellers, John R. Anderson. Mr. Anderson's paper will be read by Mr. Estabrook.

MR. JOHN R. ANDERSON (New York City): I just want to say that I have been talking for sixty-five years—I have been talking books and I am rather husky, so I have borrowed my friend Estabrook's oratorical voice to read a brief paper I have prepared. (Applause.)

MR. J. JOSEPH ESTABROOK: I am very glad, indeed, to do this for Mr. Anderson.

A Revival of Out of Print Books

By Mr. John R. Anderson

THE wide sale of so-called remainders—of books for which leading publishers have no longer warrant for issuing in regular editions, seems to indicate that, in the language of Pope,

"'Tis pleasant sure to see one's name in print,

A book's a book, altho there's nothing in 't." That is, if the price be low enough. Certainly that must be the ground for its extended sale in the case of many titles which have reached a moribund state in the hands of the publisher. The wonder is that there was ever a warrant for its original issue, unless the author bore the initial expense of issue and simply hired a publisher's name for the title page.

It is believed, however, that there is ground for the reissue of numerous books of substantial merit whose sale does not give sufficient promise to their publishers to warrant continuing their issue. Many such books have the same merit that led to their original publication, but with a catalog containing hundreds or thousands of titles, much discrimination needs to be observed. Publishers have to give their principal attention and energies to books of recent issue in which considerable amounts are involved, or to books of such moderately active demand that at least limited editions of 500 to 1000 copies are warranted. I desire to urge that if a group of 25 to 50 enterprising booksellers thruout the country would join in the output of such out-of-print books, or books made in inferior editions, so that the individual investment was nominal, that many such books could in the aggregate be safely made and a substantial net profit secured without recourse to remaindering other books sold at so much per pound or square foot.

The splendid success of Grosset & Dunlap, and Burt in the reissue of 10,000 to 100,000 copies of once "best sellers" by a change in price is good evidence that there was an entirely new clientele for scores of books which had about run their course at regular prices. I could point to at least three titles, where editions of 500 to 2000 copies of books listed at \$2.50 to \$10.00 have been made and sold at practically full jobbing prices without the active co-operation of more than two or three other dealers.

The general proposition is that such a group

of booksellers as I have outlined, should join in the making of a limited list of creditable books by simply agreeing to take a moderate number of copies of such a selection of books as they agreed in advance were worthy of republication, either from existing plates, by paying a royalty to the present owners, or by resetting where warranted. It is proposed that no investment shall be demanded beyond taking ten to fifty copies of the books "elected" to be made by the group taking part in the arrangement, the price to be practically the cost of making, plus a moderate advance on such cost to the central headquarters thru which all the books would be made and distributed. No obligations would exist to order any book or books for which the individual bookseller had not "voted," as it were, nor would any book be made unless a sufficient number was ordered to warrant its making.

The plan would be to submit, periodically, titles which would be entertained, with the approximate cost to the dealer—suggestions being always invited from those taking part as to what was desirable to make.

In brief, the general thought is to place each dealer of the group in the position of being part of the "Booksellers' Publishing Company, Limited," as it were—the limit being fixed by the dealer taking part.

All circulars and catalogs of description could be made in common, with notice of past and forthcoming issues of other titles, so as to minimize overhead expenses. In general, it would be the aim to make no more copies than were ordered in advance unless it was found that another edition was warranted.

Details as to the class of books and the titles to be considered would be subject to consideration if the general purpose of the enterprise was deemed worthy of a trial, and no obligation beyond future individual books to be made, would exist. (Applause.)

PRESIDENT HERR: If there are no objections, I will refer both of these suggestions to the Resolutions Committee—Miss Dodd's suggestion and this one by Mr. Anderson.

We have a belated Committee report which was not turned in on Monday afternoon. Miss Walker, the Chairman of the Membership Committee, will make her report.

Report of Chairman of Membership Committee

By Belle M. Walker

YOUR Chairman of the Membership Committee wishes to take this opportunity of thanking the members of the Membership Committee who have been working with her to increase the membership. Among those who have worked for this end are J. Joseph Estabrook, who sent out 1841 membership blanks with a letter, Mr. Siler and Mr. Wessels, who made a personal call and gave a list of names that they thought eligible for membership. Particularly interested was Hulings C. Brown, Chairman of the New England Membership Committee.

Early in the year, immediately after the last convention, Mr. Brown sent out an excellent letter to every possible candidate in New England calling attention to the theme of the convention, enclosing a letter with the roster and a copy of the constitution, and he also appended ten reasons why the booksellers should join the organization.

The total number of members from the New England States aggregates 75.

During the last year the New York membership increased from 117 to 135, an increase of 13 1/3%.

In the State of Massachusetts, Boston leads with 28 members and Springfield comes next with 6.

We have the same number of members in Asia and in France as we have in Arkansas, Georgia, Montana, Nebraska, New Mexico, South Dakota and Utah, and that is one each. These same states total the same number of members as there are in the District of Columbia, and this same stupendous number of seven totals the representation of each of the following states: New Jersey, Indiana, and Wisconsin. Here is another instance of "East is West."

We feel like asking what is the matter with Arkansas, Georgia, Montana, Nebraska, New Mexico, South Dakota, which are only represented by one member, and Kansas, Kentucky, Mississippi, Maine and Rhode Island by only two members. If there are any Rhode Island booksellers present, for we know there are a great many progressive booksellers in Rhode Island, we would be glad to have them explain this amazing fact.

While the American Booksellers' Association would welcome a membership from the Wheeler Syndicate, in fairness to Mrs. Helen Rowland, who, as far as we know, is our only author member, we must correct the roster which gives the membership as that of the Wheeler Syndicate. Mrs. Rowland is the

member and her address is care of The Wheeler Syndicate.

Members of the American Booksellers' Association

Arkansas	1
California	11
Colorado	9
Connecticut	11
Delaware	3
District of Columbia	7
Georgia	1
Illinois	32
Indiana	7
Iowa	3
Kansas	2
Kentucky	2
Louisiana	4
Maine	2
Maryland	6
Massachusetts	52
Michigan	11
Minnesota	6
Mississippi	2
Missouri	4
Montana	1
Nebraska	1
New Hampshire	6
New Jersey	7
New Mexico	1
New York	135
North Carolina	6
Ohio	23
Oregon	3
Pennsylvania	54
Rhode Island	2
South Carolina	3
South Dakota	1
Tennessee	5
Texas	2
Utah	1
Vermont	2
Virginia	5
Washington	5
West Virginia	3
Wisconsin	7
Asia	1
France	1

451

An increase of 15 3/4% over May 1921.

Old Members of A. B. A. whose Names were Left Out of Roster in Error.

Hartford, Conn.—Brown, Thompson & Co., Main and Temple St.; Edwin F. Mitchell, 27 Lewis St.; G. F. Warfield & Co., 77 Asylum St.

Philadelphia, Pa.—George W. Jacobs Co., 1628 Chestnut St.

San Francisco, Calif.—James D. Blake.

New Members taken into Association since Roster was Printed.

Boston, Mass.—Harry Gould, New England News Co., 1001 Arch St.

Fall River, Mass.—Edward S. Adams, P. O. Box 102.

Memphis, Tenn.—E. H. Clarke & Co., 18 So. Main St.

New York City—Daniel F. Waugh, A. R. Womrath, Inc., 21 W. 45th St.; Mary J. Bartsch, c/o M. J. Whaley, 749 Fifth Ave.; Joseph G. Murphy, c/o M. J. Whaley, 749 Fifth Ave.

St. Louis, Mo.—Hans Ballin, c/o C. Witter, 19 So. Broadway.

Indianapolis, Ind.—Grace L. Thompson, c/o L. S. Ayres & Co.

Berkeley, Calif.—C. S. Downes, Associated Students' Store.

This organization should have the support of every man and woman who owns a bookstore or who holds any responsible position in a bookstore or who has at heart the interest to see the right book get into the hands of the right person. It is an association in which the publisher and the author as well as the bookseller should be vitally interested. They are all useless each without the other and the success of one makes the success of the other.

Twenty-one years ago the American Booksellers' Association had 746 members, 533 paid their annual dues, which were increased from \$2.00 to \$5.00. At that time they thought this increase would be difficult to get, but the members met it cheerfully and apparently all those in arrears paid the increased dues, bringing up the membership to 746. Are the 1,000 members desired by our President too much to expect after twenty-two years as an important organization?

PRESIDENT HERR: I have only one comment to make on the report. Miss Walker reports that today our membership is 484. There must be some at the convention who have not yet joined, who should join. It takes only sixteen new members to bring us up to a round five hundred before we leave Washington, and I certainly hope we pass the five hundred mark before we close the convention. See Miss Walker or Mr. Kidd, and they will fix you up. I should like to see the membership around five hundred before tomorrow night when we adjourn. I certainly want to thank Miss Walker for the active work done by her committee this year.

At this time I would like all those who have joined the association this year to stand up.

all who are in the room, so the rest of the members may know you. (Several arose.) If there is anyone in the room who is available for membership, I hope they will see the Chairman of the Membership Committee and join before the convention is over.

I would like to announce that we have secured the railroad half-rate this year. (Applause.)

Miss Mary Smith of Northampton wants to say a few words to you.

MARY BYERS SMITH: (Northampton, Mass.): It seems too bad that a meeting labeled "Complaints" should be so largely populated by ladies, but I am not making this suggestion in the form of a complaint, but as a suggestion.

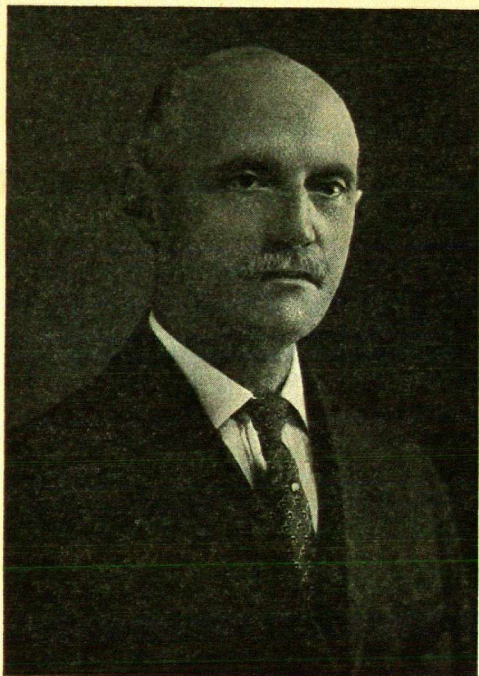
The question of getting new members among the younger people in the staff is a very real one, and in order to do so the Association has got to mean something to those younger members. You cannot come to a conference like this without wishing that everybody at home could be here.

The next best thing to that, it seems to me, is to have at least one good discussion meeting in every local community, once a year. In order to do that, the Hampshire Bookshop, altho it realizes that a great many of you have been doing it for many years—the Hampshire Bookshop invites New England—all the booksellers of New England who are members of this Association, or who are considering joining this Association, to have a two-hour discussion, followed by an informal supper. We will have it on the evening of the first of Hugh Walpole's lectures, so you will have a chance to meet Hugh Walpole. We are not perfectly sure what night that is—Miss Dodd hasn't her memorandum—but we think it is the third Tuesday in October.

There is a notice of the lectures in the **PUBLISHERS' WEEKLY**, which I won't read; they are on the development of the novel in the twentieth century, and include, of course, many of the publishers' very latest books.

We are not inviting a small local group to a party and advertising it at this meeting. We are putting this as a suggestion to every community, every subdivision of this organization, to get together in some such informal way—if you don't already—and we believe that there is no question that some of the younger members of the staffs will have permanent suggestions there at the very beginning of the Children's Book Week, of the fall sales, of the Christmas sales, and that if we do this all over the country a larger and more representative group will get together next year.

Thank you. (Applause.)



CHARLES A. BURKHARDT, OF DUTTON'S, NEW YORK, AMONG THE SECOND YEAR'S GROUP TO BE ELECTED TO THE HONORARY FELLOWSHIP OF BOOKSELLERS.

PRESIDENT HERR: Miss Dodd's suggestion is very pertinent and practical, and I am glad it will be carried out in New England. It is a start in the idea of developing divisional and sectional associations, which is one of the most logical steps for expanding the influence of this body. I wish Miss Dodd and her associates the greatest success in getting together a good strong representation at that meeting in New England, and I commend that example to you in every part of the country to try to bring together some definite group and start a local or sectional association.

There is the germ of a big idea to carry along home with you and work out; each one of you work it out in your own territory.

Mrs. Morris brought with her the greetings of an old, old friend and old, old member who is no longer a bookseller, whom she met on the train from San Francisco—our old friend John Sterling of Watertown sends his greetings to the Booksellers' Association. (Applause)

We have been honored by having sent to us from our fellow society in Canada, the Canadian Booksellers' Association, a representative, Mr. Brown—Mr. Clinton Foster Brown. Is Mr. Brown in the room? Mr. Brown, we would be glad to have a word of greeting. (Applause.)

CLINTON FOSTER BROWN: Mr. President, and friends of the bookselling profession: It gives me great pleasure to be here with you today and to extend to you the greetings from the Canadian Association. We are only a baby. We have only been in existence two years. We are small in number, but we have accomplished something so far and we are going on to greater things.

We wish you all success here. I have listened with great interest to the different papers and congratulate you on the standard, the high standard, of the papers that have been delivered.

I have been extremely interested in the question of Price Maintenance. I might say for Canada that that subject is not a live one. We have no price cutting in Canada to speak of. I don't know whether the law supports, us or not, but when a departmental store or price cutter comes on the field, the publisher just goes to him and says, "It has to stop," and it stops, and that is all there is to it.

The English have a great idea of fair play. I will say, and when it is put up to them, they abide.

It would give me great pleasure to have you consider Montreal as the next city for holding your convention. If not this coming year, perhaps in the near future. Montreal is a city of historical interest, second only to Quebec, and those of you who are interested in history must know that the history of America, the United States and Canada, is closely linked together.

But I was going to say, the primitive French Canadian life, the life the French Canadian lives, is practically the same as that he has been living for the last two or three hundred years. We assure you of a great welcome.

PRESIDENT HERR: We had with us yesterday—I don't know whether the gentlemen are here today—representatives of the National Association of Retail Druggists who are here on account of their interest in the Price Standardization proposition which we have up. Those representatives were E. C. Brockmeyer, Frank T. Stone, and Andrew Humesburger.

We also have with us a gentleman from France, who will kindly stand up and be recognized. He hopes to have a chance to speak to you this afternoon. He is Mr. Lamm of the *Agence Générale* of Paris. I am sorry the time is so short that I can't give Mr. Lamm an opportunity to speak right now, but we are very near adjournment time.

MRS. RALPH WILSON: Mr. President, we have been indulging in a long Rip Van Winkle sleep, as Mr. Hotchkiss of Oregon told us. It has been the fairy wand of the publisher that has awakened us to our opportunities. They

have done a great work. We have been like children. The best educational practices of today are to capture the interests of the child, start him on the road to exploration and leave it to the child's inherent love of adventure to travel the rest of the way unaided.

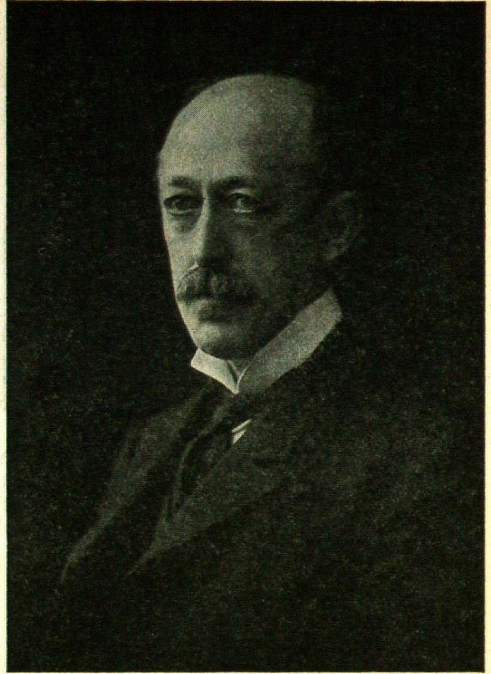
The other day I received a letter from a little girl in a small town in the Middle West. It set me thinking. We need so badly a Booksellers' School. Couldn't some of the money be diverted from the Year Round Bookselling Campaign and be used to help in raising a fund for such a school? This letter read:

"I have just been making posters for our home economics department."

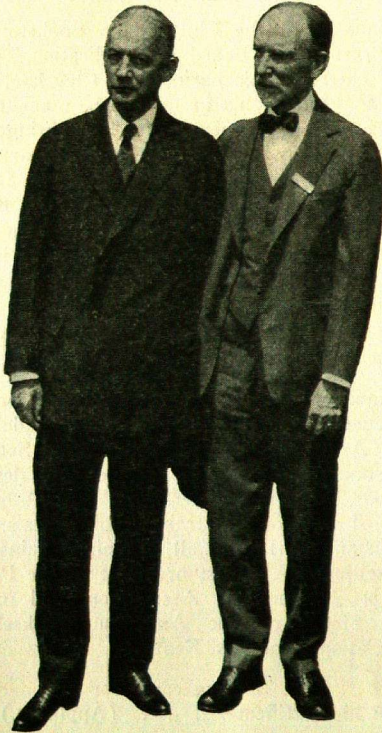
Later her mother wrote:

"Helen has received much praise for the fine posters she has made for the school entertainment. She really shows a talent for drawing and design that we did not know existed. If she could only have it developed!"

Why couldn't the booksellers offer prizes, preferably of choice and helpful art books, to the student in the high school or college, for the best posters, as an incentive to effort and to bring out the latent talent that might exist? Where there are good schools of design, such as the Rhode Island School of Design in Providence, or such as exist in many of our High Schools, they offer encouragement.



C. C. PARKER, OF LOS ANGELES, THE SECOND BOOKSELLER FROM THE PACIFIC COAST TO BE MADE HONORARY FELLOW.



SIDNEY M. AVERY, OF BRENTANO'S, WASHINGTON, ELECTED TO THE HONORARY FELLOWSHIP AND CHARLES E. BUTLER SO HONORED LAST YEAR.

Call attention to the poster; print a cut of it in the daily paper; exhibit it with the student's name in the Bookseller's window. It would create an interest in the store. It might even be linked up with good books on design. In June a prize might be offered and mentioned in the Bulletin sent out by the publishers. It would plant an idea in the mind of each contestant, of books, as well as their household furnishings, and all the time it would be encouraging and developing latent talent. If everyone present would read Brooks' little book "Literature and Leadership" he would realize the necessity of fostering a love of art in our country.

V. M. SCHENCK (Boston, Mass.): I think Mrs. Wilson has presented an idea which has great possibility and that the Year-Round Bookselling Committee should consider seriously and promote.

PRESIDENT HERR: We haven't any time for discussion on this matter right now, but we probably will have time to talk on it in the afternoon session.

I will now ask Mr. Melcher to present the Honorary Fellowship Certificates of the American Booksellers to those who have been elected.



LOUIS A. KEATING, OF SYRACUSE, ELECTED TO THE HONORARY FELLOWSHIP, IS PHOTOGRAPHED ON THE ROOF GARDEN WHILE TALKING TO MISS HUBLEY OF BROOKLYN.

The Award of the Honorary Fellowship

MR. MELCHER: This is the second year in which we have announced the results from our efforts to find some informal way of recognizing those among the retail booktrade who have endeavored to raise the standards of bookselling to a level to which we like to accord appreciation. I would like, if I had the time, to review in detail the purposes of this fellowship, but at this time I merely want to announce the results of this year. As you know, the nominations come from the trade, and the election is by our membership. In limiting the number each year to five we realize that it simply gives us long years ahead in which to add to the number, and it keeps a growth still ahead of us.

The results of this nomination have been coming in for the last month and they have been totaled up to the time that I make this announcement.

I should like those who are present whose names I read to come forward please and receive this certificate. The ballot is as follows:

"Over forty years buyer for the retail department of E. P. Dutton & Company, New York. Was trustee of the old Booksellers' Provident Association, the founder of the Booksellers' League of New York. A competent bookseller, a high-minded citizen and one who has labored with marked ability and self-effacement for the profession which he has done so much to benefit—Charles A. Burkhardt."

[. . . Mr. Burkhardt came forward and received his certificate. . . . (Applause.)]

"Manager of the Philadelphia Bookstore of the Presbyterian Board of Publication. Ohio born, entered book business in Cleveland and went to Philadelphia in 1900 to be manager of the book department of Strawbridge & Clothier. Was one of the earliest department store men to bring that group into the A. B. A., and has served in many offices. Active member of the Philadelphia Booksellers' League. A bookman of long experience, of highest ideals and unquenchable enthusiasm for the standards of the profession—Walter S. Lewis."

[. . . Mr. Lewis came forward and received his certificate. . . . (Applause.)]

"Manager of the Womrath Book Store at Syracuse. Entered bookselling in Philadelphia with American Baptist Publication Society. For some years manager of the book department of Frederick Loeser, Brooklyn. A bookseller of well-rounded training, high ideals, and a constant worker in all organized gains for bookselling. Was first president of the Philadelphia Booksellers' Association and many times officer of the American Booksellers' Association—Louis A. Keating."

[. . . Mr. Keating came forward and received his certificate. . . . (Applause.)]

"For ten years manager of the Brentano store at Washington. Previously with W. B. Clarke Company of Boston, Dodd, Mead & Company's

retail store and Brentano's at New York. Considered one of the best informed bookmen in the country and a store manager of unusual resourcefulness and ability—Sidney M. Avery."

[. . . Mr. Avery came forward and received his certificate. (Applause.)]

"He has made his bookstore famous from one end of the country to the other by his remarkable knowledge of the literature of all fields and his fine instinct for interesting people in books. His store has always carried in stock a collection of books noted for its variety and completeness—C. C. Parker of Los Angeles." (Applause.)

[. . . Mr. Parker did not attend the convention. . . .]

PRESIDENT HERR: I suggest that the Chairman wire Mr. Parker at once of his election.

It is absolutely necessary that we adjourn this session. The Executive Session meets this afternoon at 2:30. The members will please be here promptly, and all try to come because there are important matters of business to be taken up.

The meeting adjourned at 12:00 P. M.

Afternoon Session—Wednesday, May 10th

The meeting was called to order at 3 P. M.

PRESIDENT HERR: We will call for the report of the Auditing Committee, Mr. Sanford, Chairman.

Mr. Sanford read the report of the Auditing Committee, as follows:

"Mr. President, Ladies and Gentlemen of the Convention: Your Auditing Committee has inspected the receipts and expenditures of the Association and verified the same with the bank account and find them correct. (Signed) B. E. Sanford, Chairman; Fred H. Tracht."

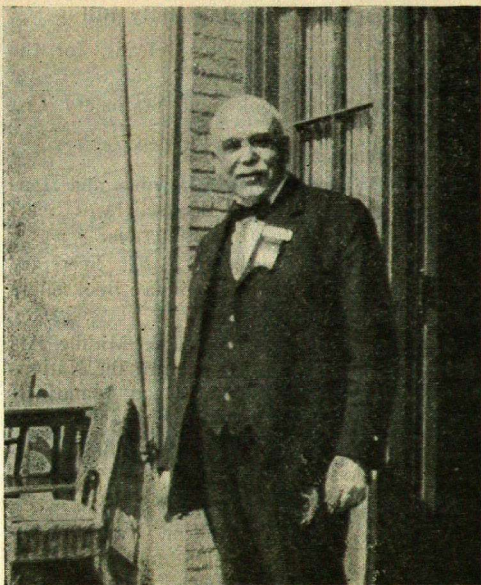
The other member of the Committee could not be found to get his signature.

The report of the Auditing Committee was adopted.

PRESIDENT HERR: The report of the Resolutions Committee is not quite ready. Until they are ready, are there any communications to be read to the meeting? The Secretary has been reading communications from time to time. Mr. Butler, have you any further communications?

MR BUTLER: No, except more telegrams, approving our stand on price standardization.

PRESIDENT HERR: Mr. Butler has received since yesterday a number of additional telegrams and letters confirming the stand and position on the Stephens-Kelly Bill. They are all of the same tenor.



WALTER S. LEWIS, PROMINENT FIGURE IN MANY CONVENTIONS, ELECTED THIS YEAR TO THE HONORARY FELLOWSHIP

Mr. Butler read several telegrams and letters including the following:

Letter From Mr. Stokes

Dear Mr. Butler: "May 5, 1922.

I have duly received your interesting letter of May 3 and all the effective and well-planned material accompanying it.

You are certainly putting up a splendid fight, and I hope it will have good results. Largely due to efforts to honor your wishes—as usual—you have doubtless received the formal endorsement of the National Association of Book Publishers. I find, however, that some publishers are disturbed for fear that the bill in its present wording will render it impossible for them to dispose of remainders, and remainders are an inevitable misfortune in the publishing business, which is quite different in this respect from the sale of safety razors, Beechnut bacon, etc. Another question is that of the jobbers and their discounts.

However, probably these difficulties can be met when the bill is finally threshed out in committee.

With kindest regards,

Yours faithfully,

(Signed) F. A. Stokes,

President, Frederick A. Stokes Company."

Telegrams Favoring Kelly Bill

From S. D. Siler, New Orleans, for the Booksellers of Louisiana.

The Goldsmith Book and Stationery Co., Wichita.

Isaac Mendoza, New York.

Will D. Wilson, Manager Lowman and Hanford Co., Seattle, for the Booksellers of Seattle and the the State of Washington.

R. T. Wills, Greensboro, N. C., Secretary and Treasurer, North Carolina Booksellers and Stationers Assn.

A. Pomerantz, Chairman, The Middle Atlantic Retail Stationers Division of the National Association of Stationers and Manufacturers of the United States, Philadelphia.

Frank R. Welsh, President, The Philadelphia Stationers' Association.

Fleming H. Revell Co., New York.

J. Ogden Pierson, President, National Association of Stationers and Manufacturers.

Henry Frank, President, The Stationers' Association of New York.

Oliver Wroughton, Secretary, Kansas City Stationers' Association, Kansas City.

J. K. Gill, President, Pacific Northwest Stationers' Association, Portland.

Philip M. Anderson, President, Kansas Book Dealers' Association, Newton.

Charles H. Langlein, President, Robert Crawford, Secretary, The Stationers' Club of Pittsburgh.

John Gibson, President, The Cincinnati Stationers' Social Club, Cincinnati.

Edmond A. Whittier, Secretary-Treasurer, American Fair Trade League, New York.

Edward E. Huber, President, The Stationers' and Publishers' Board of Trade, N. Y.

Legerton & Co. Inc., Charlston, S. C.

S. M. Avery, Brentano's, Washington.

Brentanos, New York.

Presbyterian Board of Publication, New York City.

M. J. Whaley, Inc., New York City.

George W. Jacobs, for the Booksellers of the State of Pennsylvania.

Harry F. Marks, New York.

George E. Chalmers, Rutland, Vt.

MR BUTLER: I hope that you will all appreciate the efforts of all these individuals who have gone to the individual expense, time and trouble of sending us these telegrams. The American Fair Trade League has sent the propaganda which we have distributed.

PRESIDENT HERR: The following telegram has been received:

"Congratulations and best wishes from a bookseller whose business went over the top last year but who cannot be with you at this eventful meeting.

IDA JOSEPHINE WATSON."

Glass Block Store, Duluth.

While we are waiting for the report from the Resolutions Committee. I might say that the Resolutions Committee has had a difficult task this year on account of the arrangement of the program, the Executive Session coming so close on top of the session this morning gave them comparatively little time.

Mr. Witsil, I think, now wants to throw down a challenge to the country at large.

Baseball Challenge

MR. WITSIL: Mr. President, I hardly thought that I was going to take advantage of your permission, but since yesterday I have come to the conclusion that I have a message for the convention in an effort to secure a little of the spirit of co-operation. This morning a lady spoke about encouraging the young and making them interested in associations, and the message that I might bring to this convention is that there are a number of men who have had the interest and welfare of the young men of the New York book-trade at heart, and have been endeavoring to join these young fellows and girls into associations.

It seemed to them they would strike the right chord if they supported athletics. Last year was the first time in the history of the book-trade that they succeeded in carrying over the entire season a league of baseball clubs. It was a remarkable thing to see the 16 young men manage the affairs of this league, and it was some problem. This league is bigger, stronger, has better finances this year than last year and as I know pretty well the playing ability of most of the boys in the league I can predict that at the end of this season there is going to be a pennant winner.

I want to see formed elsewhere a book-trade ball club and I want to play this pennant winner of the New York Publishers' Ball League against that club, and we will play anywhere and any time. That is the challenge I wanted to give, so go to work on it.

PRESIDENT HERR: This is a suitable opportunity for any discussion that there is to come up on the floor. We must wait until the Resolutions Committee is ready to report.

MR. TRACHT: In talking with Congressman Kelly yesterday I asked him for some concrete way in which we booksellers might further the cause of the bill which he has introduced into the House. He hesitated at first, but said if we could look up our own Congressmen and Senators while we were in Washington, that it might help wonderfully,

and if you have a speaking acquaintance or can get an audience with the Chairman of the Committee to whom the bill was referred, it would help. I would suggest that each book-seller or publisher here get in touch with his Congressman.

MR. HAMBLIN of Houston: Mr. Kelly is having a hard time with *his* bill. I want to present to you retailers, not you publishers, a bill which I think we can put thru now. We are all in favor of the Kelly Bill to protect the publisher and the manufacturer. We are in favor of Mr. Roger's plan of Misbranding Bills. Let us protect the retailers, and I would suggest a bill that the minimum discount to retailers be 40%.

PRESIDENT HERR: I think, since we have the opportunity, it would be very desirable to let Mr. Melcher have a few moments to explain the situation in the present Tariff Bill and what has been accomplished up to date.

Tariff Situation For Books

MR. MELCHER: The matter of the tariff on books will probably be embodied for your approval in some resolution, but it seems to me that some explanation of the situation would be of interest to the convention. As you know, the Fordney Bill was brought in last July and it suggested tariffs all along the line that were high. As soon as it went to the Senate there were hearings and petitions, and the publishers and booksellers and librarians have all been represented as carefully and fully as possible in order that our interests may be properly considered. That has taken a great deal of time on the part of three different organizations and we were one of the few groups that appeared there, asking for as low a tariff as possible, for the health of the book business, for the better interchange of thought between other countries and ourselves,—as low, if possible, as the present tariff of 15%.

Last month, when the Senate gave a forecast of the schedules it would favor, it was found that the tariffs on books would be raised over those suggested by the House and, just before it was printed, there were final hearings, in which a compromise was made. Argument was advanced by the printing unions, that the American publishers were taking books that were manufactured here and sending them abroad and then bringing them in again. No one in the trade knows of any such thing, but a compromise suggestion was made that the books that are of bona fide foreign origin should come in for 15%, which means, as nearly as we can guess, all the current books that come in at all.

The binders have made a strong presenta-

tion of the need of more protection for the craft in this country and made it, of course, to a protectionist Congress. The bill as it reads today calls for 45% duty on leather bindings. That would probably mean more protection, as the trade figures it out, than the craft in this country would need, as the difference between costs of leather bindings here and in London today is very small indeed. We feel that the book-trade, especially the retail book-trade, should be a unit in asking for lower schedules here. The children's books, perhaps by inadvertence, are left at 25%, while a novel would come in for 15%. It does not seem likely there was intended to be such a discrimination against children's books. Another question came up in regard to the free list. By the united protest of the book-trade and of the libraries, an extremely unfortunate phase of the bill has been changed, that which allowed no provision on the free list for old books or those in foreign languages. The protest had its effect and those are restored, but in restoring them, it was so worded that a book over 20 years old, with a new binding, would be thrown back in the dutiable schedule and the whole book would become dutiable at the very high rate of 45%, which would be an injustice, and one perhaps not intended. Against that, protests are being made as effectively as possible thru the means we have at our disposal.

I think at this time the booksellers ought to realize that this has been another case when standing together has been effective. The retailers have also had their interests represented by publishers who have kept the retail interests in mind and they were supported by the libraries and the public. The bill may not go thru until fall. The politics of it I do not need to explain to you, but your Association and the National Association of Book Publishers is trying to keep your interests in mind in order to have a tariff under which we can thrive.

The New Copyright Bill

I think you would also be interested to hear of the copyright situation, as 1922 may become epochal in our book-trade history. It may be that during this year—it seems very likely if this Tariff and other urgent matters get out of the way—that a bill will be passed which will bring the United States into the co-operating family of literature-producing nations. I think you all realize, and realize with humiliation, that the United States has been unfortunately standing outside and not giving an honest deal to all authorship throughout the world. The Berne Convention, which was started in the 80s, was a group of nations which agreed that they would give

international protection to each other's authors. The United States did not come in at that time except with a provision that if the book was manufactured over here we would give such protection. We agreed that far in '91, so we considered ourselves as having international copyright, without really having it.

The present bill would bring us into the

family of nations where we certainly belong, as among the largest consumers of books.

PRESIDENT HERR: We are now ready to receive the report of the Committee on Resolutions. If there are no objections, the resolutions will be read thru and we will then take up the resolutions individually, discuss and pass them.

Report of the Resolutions Committee

By Vernor M. Schenck, Chairman

I HAVE learned thru experience the wisdom of announcing the fact at home that I am to serve on the Committee on Resolutions. Just before I left for the train, Mrs. Schenck said: "Now, I hope you are not going to serve on any committee this year" and I had to admit that I had consented to do so. A few moments after I heard my little girl saying to her brother: "Papa is on the Good Resolutions Committee." These are the good resolutions; bad, I presume some of you will say, and some of them indifferent. They are the best we could produce in the time we have had.

RESOLUTION NUMBER I.

WHEREAS, a goal is a goal until it is attained, and the one thousand membership which we determined upon last year has not yet been reached,

RESOLVED, that the committee to be appointed to lead the movement for a "1000 membership" be asked to continue their campaign and that we pledge ourselves to co-operate with them in every possible way.

[The resolution originally called for the continuance of the same committee but was amended after the following discussion.]

SECRETARY: I cannot accept that. That means that I am to be Chairman.

PRESIDENT: I would suggest that that might be modified "That the Membership Committee to be appointed by the incoming President" if that is acceptable.

[On motion duly made and seconded and unanimously carried, Resolution No. 1 was adopted as amended.]

RESOLUTION NUMBER II.

RESOLVED, that we congratulate the committee in charge of the Washington Convention on the splendid success which has attended their efforts. It has been evident that absolutely no detail which could in any

way contribute toward the business or social success of the convention was overlooked.

[On motion duly made, seconded and unanimously carried, Resolution No. 2 was adopted as read.]

RESOLUTION NUMBER III.

RESOLVED, that we extend the thanks of the Association to all who have in any way contributed to its success. We particularly wish to thank the following publishers who contributed convention souvenirs:

Rand, McNally & Co.
The Macmillan Company.
Alfred A. Knopf, Inc.
Chas. Scribner's Sons.
Brentano's.
Henry Holt & Co.
George H. Doran & Co.
Penn Publishing Co.
I. and M. Ottenheimer.
Boston Transcript.
Dodge Publishing Co.

Especial mention should be made of the genuine publicity given by Belle M. Walker of the *Bookseller and Stationer* and the cordial support granted by the *Publishers' Weekly*.

[On motion duly made, seconded and unanimously carried, Resolution No. 3 was adopted as read.]

RESOLUTION NUMBER IV.

Our gratitude is likewise due to L. A. Williamson, New York, General Passenger Agent of the Baltimore & Ohio Railroad, for his courtesies in planning and conducting the special train from New York—to the Hotels Willard and Washington for courtesies extended, and James Meegan of the Racquet Club for hospitality generously offered.

[On motion duly made, seconded and unanimously carried, Resolution No. 4 was adopted as read.]

RESOLUTION NUMBER V.

RESOLVED, that we heartily approve the policy, adopted by the Washington Committee, of a self-supporting convention, and recommend the adoption of this plan for future conventions, to the officers of the Association.

[On motion duly made, seconded and unanimously carried, Resolution No. 5 was adopted as read.]

RESOLUTION NUMBER VI

WHEREAS, it appears that the neglected factor in the machinery for the distribution of books is the sales force in bookstores and department stores, and

WHEREAS, it appears that greater efficiency of the sales force brings with it increased profits for the dealer and greater recognition of the earning capacity of the sales force,

BE IT RESOLVED, that this Association urges managers in every bookstore and department store book section to plan a definite educational and training campaign for the sales force.

[On motion duly made, seconded and unanimously carried, Resolution No. 6 was adopted as read.]

RESOLUTION NUMBER VII

WHEREAS, it has been demonstrated at Philadelphia, New York and other book centers, that class instruction thru a Booksellers' School, in a series of lectures on general book knowledge, is not only practically beneficial, but has been enthusiastically received by proprietors and managers, as well as sales people; therefore

BE IT RESOLVED, that we urge that such instruction be taken up in other cities by co-operating booksellers and continued from year to year.

[On motion duly made, seconded and unanimously carried, Resolution No. 7 was adopted as read.]

RESOLUTION NUMBER VIII.

WHEREAS, it is evident that a national Co-operative Advertising Campaign featuring the general idea of the romance and ownership of books, the pleasures of reading, etc. would be a profitable and constructive plan of operation, and

WHEREAS, it appears that both publishers and booksellers are more keenly alive than ever to the possibilities of team work and co-operation,

BE IT RESOLVED, that it is the sense of this Association that such a campaign be again undertaken and that the expense be borne jointly by publishers, jobbers and retailers.

[On motion duly made, seconded and unanimously carried, Resolution No. 8 was adopted as read.]

RESOLUTION NUMBER IX.

WHEREAS, it is evident from the experience of many booksellers that the featuring of worth-while children's reading is both a farsighted and profitable plan; and

WHEREAS, it was largely thru the efforts of Franklin K. Mathiews that our attention has been turned so strongly to better juvenile books,

RESOLVED, that it is the sense of this Association that a formal expression of appreciation be extended to Mr. Mathiews for his farsighted and constructive work, and that this Association strongly recommends that booksellers give especial consideration to the recommended lists of the American Library Association, the local librarian and State librarian.

MR. HUTCHINSON: I move the adoption of this motion, Mr. President, and it is so important a motion to the bookstore, that I move that the vote be taken as a rising vote.

[On motion duly made, seconded and unanimously carried, Resolution No. 9 was adopted by a standing vote.]

RESOLUTION NUMBER X.

RESOLVED, that believing that the only final solution of the problem presented by the wholly unfair methods of the persistent price-cutter is the enactment by Congress of laws which will definitely establish the right of a manufacturer to determine and maintain a fair price for his commodity, the members of the American Booksellers' Association here assembled earnestly urge their representatives in Congress to vote for and support by every possible means the proposed legislation known as the Stephens-Kelly Bill, H. R. No. 11.

We, the undersigned, members of the American Booksellers' Association, hereby endorse this resolution.

(Resolution presented with 130 signatures of members.)

[On motion duly made, seconded and unanimously carried, Resolution No. 10 was adopted by a standing vote.]

RESOLUTION NUMBER XI.

WHEREAS, we view with alarm the growing tendency on the part of the publishers to use books at an apparent cut price in connection with magazine subscriptions, we recommend the appointment of a committee to confer with a committee from the publishers to get all possible light on the effect of this practice on the future of the book-trade, and if possible, the discontinuance of this practice.

[On motion duly made, seconded and unanimously carried, Resolution No. 11 was adopted as read.]

The motion to have a special display on January 17, 1923, of the books on Benjamin Franklin to celebrate the 200th anniversary of his becoming an editor and publisher, was lost on being put to a vote.

RESOLUTION NUMBER XII.

WHEREAS, there is at present limited contact between the Executive Committee and the members of the Association thruout the year; and

WHEREAS it was resolved at the last convention to issue a monthly bulletin for the purpose of informing the members concerning Association news;

BE IT RESOLVED, that an occasional bulletin be issued covering possibly Association news and certain authoritative articles on book business accounting, and a section devoted to the education of clerks in the knowledge of books, which will stimulate interest in the American Booksellers Association.

[This resolution as first presented read "that a bulletin be issued at least monthly." This phraseology led to the following discussion and final revision as worded above.]

MR. WITSIL: What is the need of that when you have your trade papers? Why couldn't the trade papers carry the notices?

MARION DODD, Vice-President, took the chair.

PRESIDENT HERR: The reason I choose to speak to you on that resolution is to call your attention to a couple of matters of finance before you go too far with them—the one proposed here and one in a later resolution. This resolution was proposed last year and I endeavored to carry it out as well as I could. The net result was that I issued two bulletins, one in August and one in January, instead of one monthly.

In the first place, I found I was unable to get material sufficient to get out a monthly

bulletin that would be of interest. I also found that a monthly bulletin, mailed not only to our members, but to the entire eighteen or nineteen hundred names on the list, involved a cost that was greater than our treasury could stand, after we made a contribution of \$1000 to Children's Book Week.

As Mr. Witsil has pointed out, the methods of selling are very well handled in the several papers that the trade has, and in addition to that the semi-monthly letter that Miss Humble is getting out. There is another resolution recommending the appropriation of \$600 to the American Fair Trade League. We have paid them a membership of \$100 and I don't think the treasury will stand the strain. When the publicity and the other expenses of this convention are paid, the treasury will not have much money left.

MR. MACAULEY: I move that we erase the words "at least monthly" and I think that would overcome any objection that might be raised on the score of economy. Leave the time for issuing the bulletin to the facilities that may be at the command of the incoming officers.

[The amendment was seconded and carried.]

MR. BUTLER: I want to reiterate the statements you make. I don't believe you will get enough material to make the bulletin of general interest thruout the trade. Every question of salesmanship or trade ethics or any other questions is in the PUBLISHERS' WEEKLY or *Bookseller and Stationer*. It isn't worth the time, cost or trouble and we need the money for more energetic work of greater value to the Association.

[On motion duly made, seconded and unanimously carried, Resolution No. 12 was adopted.]

[The resolution regarding the certificate suitable for framing be displayed in book shops was read and in revised form was adopted later as Resolution 13 given just below.]

MR. HUTCHINSON: I am in favor of this motion except that it may carry an appropriation of quite a large amount of money. I cannot conceive that such a certificate could be prepared for less than \$2 apiece. I think the convention should realize that before voting and I would like to move to amend, that while favoring this resolution, we refer it to the Executive Committee.

MR. MELCHER: The design of a certificate must be more elaborate for this purpose and

it is apparent that Mr. Hutchinson's remarks have to be taken into consideration, not as to the excellence of the idea but as to the state of the treasury. The other difficulty involved is, of course, the question of whether this implies a standard of service. We ought to look forward to a time when a person, a member of this Association, should have a standard of service that people who go into his shop would expect.

[Amendment seconded.]

[Amendment unanimously adopted.]

PRESIDENT HERR: We now come to the original motion as amended.

MR. BUTLER: Are not the publishers covering that ground by their publicity?

PRESIDENT HERR: Of course, Mr. Melcher has raised the point of the standard of service and Mr. Freud has raised the point of ethics, as to whether we would want to have price-cutters displaying our signs, etc., and it does raise a very nice question that should be pondered over carefully before you pass the resolution as it is. The Committee has asked that it be referred back to them for revision. If there are no objections I will so refer it.

[As revised it was passed in the following form.]

RESOLUTION NUMBER XIII

WHEREAS, we are all proud in the highest degree of our calling and profession of bookselling, and equally proud that we are members of this calling, and

WHEREAS, it is believed that display in our shops and places of business of an appropriate and artistic certificate, suitable for framing, indicating our activity and membership in the National organization would be most desirable, therefore

BE IT RESOLVED, that the Executive Committee be instructed to investigate the feasibility of asking for designs suitable as a trade insignia from which choice could be had, and if thought wise, reproductions suitable for framing made and sent to all members of this Association.

MR. HUTCHINSON: It seems to me in view of the cost of this insignia, judging by what Mr. Melcher said that it might cost five hundred dollars, that the benefit would hardly be commensurate with the cost and I would like to see the motion laid on the table.

PRESIDENT HERR: If you will note the reading of the resolution, it leaves it to the Executive Committee to use its judgment as to the feasibility of the proposition. I am quite positive the Executive Committee would not incur expense that was thought unwise.

[On motion duly made, seconded and unanimously carried, the resolution was adopted as read.]

RESOLUTION NUMBER XIV

WHEREAS, the Year Round Bookselling Committee have by pioneer enterprise blazed a trail across the continent, which all our future efforts can but follow,

BE IT RESOLVED, that this Association give them a most hearty vote of thanks and assure them of our co-operation in observing the times and seasons designated by them and already enthusiastically adopted by many bookstores in every part of the country.

[On motion duly made, seconded and unanimously carried, Resolution No. 14 was adopted as read.]

RESOLUTION NUMBER XV.

WHEREAS, in spite of repeated complaints of booksellers from year to year, of continued price-cutting, in one form or another, special discounts are still given in a few instances, always to the detriment of the dealers who stick to a fair price, whose steadfastness is recognized and highly commended; and

WHEREAS, our one great source of protection must come in the main from the publisher, therefore

BE IT RESOLVED, that this practice be frowned upon by the Association and that all members be urged to maintain prices, and that we continue to urge upon the publisher that he at all times use his influence in demonstrating that the foundation of the good health of the retail book-trade depends upon the maintenance of a fair price.

MR. BUTLER: I think that raises a point that the publishers cannot touch. The publisher cannot urge the maintenance of prices.

PRESIDENT HERR: Yes, he can; the maintenance of his own price.

MR. BUTLER: He cannot use any pressure or threaten in any other way, except to indicate it is his desire to have it done.

[On motion duly made, seconded and unanimously carried, Resolution No. 15 was adopted as read.]

RESOLUTION NUMBER XVI

RESOLVED, that the officers of this Association be instructed to call the attention of individual publishers immediately to a condition which threatens to undo many years

of effort to stabilize book prices and to urge upon the publisher the importance of an immediate review of his attitude toward standardizing the price which he has determined to be fair and to inquire whether he is doing his utmost to maintain the one price principle.

[On motion duly made, seconded and unanimously carried, Resolution No. 16 was adopted as read.]

RESOLUTION NUMBER XVII.

WHEREAS, the Fordney-McCumber Tariff Bill, as now before Congress, puts unneeded restraint on the trade between foreign countries and the American book-trade by duties on some items which are higher than any protective needs, while of little value as revenue;

RESOLVED, that the American Booksellers' Association protest against the 45 per cent duty on leather bindings in Paragraph 1310 believing that half of that would give ample protection to American binders under present conditions; that they protest against a 70 per cent duty on toy books, Paragraph 1414, as being out of all relation to the needs; that they protest against the duty of 25 per cent on children's books in Paragraph 1310; this should be no higher than on other books which, if of foreign authorship, is 15 per cent, in Paragraph 1310; that they protest against that wording of Paragraph 1529 of the Free List which has the effect of making books over twenty years old dutiable if in new bindings.

BE IT RESOLVED also: That the Association commend the action of the Senate Finance Committee for their wisdom and breadth of vision in restoring to the Free List books over twenty years old and foreign language books and in fixing the rate at 15 per cent on current books of foreign authorship.

[On motion duly made, seconded and unanimously carried, Resolution No. 17 was adopted as read.]

RESOLUTION NUMBER XVIII.

WHEREAS, a bill is now before Congress which, when passed, will have the effect of so revising the copyright laws of the United States that this country can enter into that family of literature-producing nations which form the Berne Convention and which grant to each other full rights of protection on literary property; and

WHEREAS, this new relation can be taken up without jeopardizing the interests of

American printing or American publishing;

RESOLVED, that the American Booksellers' Association throw all the weight of its influence towards the passage of the bill in this present Congress in order that American authorship and the American book-trade can be in full co-operative fellowship with the world.

[On motion duly made, seconded and unanimously carried, Resolution No. 18 was adopted as read.]

RESOLUTION NUMBER XIX

WHEREAS, it is evident that many booksellers manifest a failure to comprehend clearly some very essential features of their business problems which have a bearing on overhead costs such as mark-up, depreciation, salaries, rentals, etc.,

BE IT RESOLVED, that the best way of arriving at this information be presented in the form of a printed pamphlet, concise and readily understandable, and a copy mailed to every member of this Association.

[On motion duly made, seconded and unanimously carried, Resolution No. 19 was adopted as read.]

RESOLUTION NUMBER XX

RESOLVED, that we reiterate our belief that as modern merchandising conditions are such that average operating costs of the bookstores are from 30 per cent to 33-1/3 per cent, the minimum discount from the publishers should be 1/3 to 5 per cent, and it is recommended that members recognize the fair dealing of these publishers who have or will adopt this minimum discount.

[Motion made and seconded that the resolution be adopted as read.]

MR. HAMBLIN: Mr. Chairman, I think you are making a mistake. I want to prefix all these remarks. First, I am not a book buyer. I am a manager of a book and stationery store. I am a stationery buyer. Every time I see one of those bills I throw it aside with disgust. I have attended quite a few of the National Stationers' Association meetings in Chicago, Philadelphia and around. Several years ago we didn't think we could get the stationery manufacturers in line. They were giving 1-3 and 5 per cent off. The loose leaf manufacturers, who publish a list as the book dealers do, started to give 40-45 per cent. Now they give 50 per cent off. You remember how the trade hated the Dennison Manufacturing Company, and I was one of them. The discount

was 33 1-3 per cent for a quantity purchase during the whole year. Now they say to the big dealer who can buy from them to the extent of \$500 a year, which means \$300 a year net, "We will give you 40 per cent discount on everything you buy from us, whether 1 or 500." The item is bought. I believe the publishers should get in line and adopt some principle of that character. I am speaking for the small dealers who buy five copies of a book. They are entitled to the same discount as a large fellow. We carry a general line of books. We take the publishers' list and go thru them. I do not think the present discount system is right. I think the publishers like Scribner's and Houghton Mifflin & Co. should say "If you buy \$100 worth from us, we will give you 40 per cent discount" and I don't believe any dealer can do the business under 40 per cent. Our book business last year was one-third of our total business. Our total business for the year nets us gross 40 per cent on all sales, and if we didn't have our other business to keep it up, it would be impossible to conduct business. The majority of the publisher's clientele is made up of small dealers and not large dealers. If they are going to sell to a large dealer at 40 per cent, why does the small dealer get 33 1-3 per cent off? Make a quantity price for the whole year and not on one order.

MR. HARTOG: I move that we include text-books—one-third off on all books, including text-books.

PRESIDENT HERR: Motion is duly made and seconded that the words: "including text-books" be included in the resolution. Are there any remarks to the amendment?

MR. KEMP: I would like to mention one more point—for the small package, the insurance, postage and all goes in. You will find it included in your bill, just as you do if you buy five.

MR. KEATING: I think we would all enjoy getting 40 per cent off or 1-3 or 5 per cent on text-books. I think it is foolish to ask it. There is no chance in the world, in my opinion.

MR. FOSTER BROWN: I might state the situation in Canada, where they have Government controlled book stores. We were not getting a fair discount from the Government, and we took it up with the minister and got a fair discount.

MR. HUTCHINSON: I believe that quantity should govern discount on the purchase of books.

PRESIDENT HERR: Are there any further remarks on the amendment?

[On being put to vote, the amendment "including text-books" was lost.]

[Motion duly made, seconded and carried, that the resolution be adopted as read.]

MR. HUTCHINSON: This is an Association of booksellers, it is true. I do not feel that it is possible for the publisher to handle a small order for the same price as a large quantity order. Personally, I think the quantity purchase should govern the price. I do not think the small dealer buying 20,000 a year should be entitled to the same price as the man who buys five or ten times that amount.

RESOLUTION NUMBER XXI

WHEREAS, it is evident that the practice of billing stock orders at one price and mail orders at another, is detrimental to the larger distribution of books, and consequently is a disadvantage to the interest of both producer and distributor.

BE IT THEREFORE RESOLVED, that it is the sense of this body that travelers' orders and mail orders receive the same discount, and that the same cash discount be allowed on each.

BE IT FURTHER RESOLVED, that it be recommended to members of this Association that they favor those publishers who are farsighted enough to adopt this policy.

[On motion duly made, seconded and unanimously carried, Resolution No. 21 was adopted as read.]

RESOLUTION NUMBER XXII

WHEREAS, the vital importance to all in the book-trade, and to other producers and sellers, is "Price Standardization," therefore every possible effort should be made to have Congress enact the Kelly Bill. To that end every means at our command should be used. We feel that there is no more effective and competent body for this purpose than the American Fair Trade League. The present time is conceded as the most opportune yet presented and the great work that has been done thru our Association should not be lost. Such work must of necessity require financial support, and for our own benefit as well as that of the nation, the Association ought and must do its part. We, therefore, heartily recommend that our Association appropriate for the use of the American Fair Trade League, the sum of \$100, for one year, commencing forthwith, feeling no better use can be made of our funds.

[The original motion was to appropriate \$50 a month which caused the following discussion.]

MR. HUTCHINSON: I move to amend; that we change the wording of the motion so as to carry the appropriation of fifty dollars instead of six hundred dollars. This is a wonderful movement but we certainly ought not to appropriate more money than we can afford to pay. This Association does not want to get into debt. I don't know of anything worse for the Association than to get into debt. I think we have done our full share towards supporting this movement. Last year we gave one hundred dollars. I think this year, with the assistance which they are getting all over the country from organizations everywhere, that our share should not be over fifty dollars and for that reason I make the motion.

[Amendment seconded.]

MR. BUTLER: I move that this Association make no such appropriation. I think this Association should use all its efforts so far as the Stephens-Kelly Bill is concerned. If it receives no further commendation, I will be glad to resign all further efforts in that direction and have nothing further to do with it.

[The Amendment was lost.]

MR. KELLY: I move that we amend that and make the same appropriation as last year.

PRESIDENT HERR: It has been moved to amend the resolution and make the appropriation one hundred dollars, the same as last year.

[On motion duly made, seconded and unanimously carried, Resolution No. 22 as amended, was adopted.]

RESOLUTION LOST

We believe it is unjust for the residents of the District of Columbia to be deprived of the privileges of American citizenship, and we urge upon the law-making bodies the importance of legislation that will give the right of suffrage to all eligible residents.

[Moved and seconded that the resolution be adopted as read.]

MR. MELCHER: I wonder if we are fully informed on all sides of the question of the political organization of the District of Columbia. I confess that I do not feel fully informed and would feel it contrary to my usual practice to cast a political vote when I do not know the whole story on it. I appreciate the warm welcome given us by the representative of the Chamber of Commerce, but it seems to me we are not ready to pass a resolution.

MR. MACAULEY: It doesn't seem to me that there can possibly be anything right in thus

unjustly depriving any resident of the United States of America of his fundamental right to vote. It seems to me an old, old law like some of the Blue Laws that have been carried down to our present time and have done away with. We should reciprocate the courtesy of the Chamber of Commerce by passing this resolution.

MR. BURKHARDT: The taxicab driver who drove us around Washington the other day said they didn't want the vote because there were two-thirds of the population who were negroes here.

MR. JACOBS: I agree with all that Mr. Melcher has said. Our appreciation has nothing whatever to do with the political affairs and I therefore move that the resolution be laid on the table.

[On motion duly made, seconded and carried, the Resolution was laid on the table.]

RESOLUTION NUMBER XXIII

RESOLVED, that we express our heartiest appreciation of the high order of service that has been rendered this Association by its honored President, Eugene L. Herr, who thru many long years of devoted effort to the cause of bookselling, has placed this Association and all connected with our profession, under lasting obligation.

MISS MARION DODD took the Chair.

MR. HUTCHINSON: I move the adoption of this motion as read, and that the vote be a rising vote.

[On motion duly made, seconded and carried, Resolution No. 23 was adopted by a standing vote.]

RESOLUTION NUMBER XXIV

RESOLVED, that this Convention recommend to the Executive Committee that the Convention of 1923 be held in Detroit, Michigan.

MR. MACAULEY: I move the adoption of this resolution and extend a most cordial invitation to hold the next convention in our city. We will take good care of you, and we want you.

[On motion duly made, seconded and unanimously carried, Resolution No. 24 was adopted as read.]

PRESIDENT HERR: We will now have the Report of the Committee on Nominations, Mr. Lewis.

Report of the Committee on Nominations

By Walter S. Lewis, Chairman

THE Constitution of our Association provides for the election each year of two Honorary Members; either men or women who are non-booksellers, yet whose service to the craft of bookselling is definite and of great importance.

Your Nominating Committee would, at this time, recommend for Honorary Membership R. R. Bowker, of New York City, and Thorvald Solberg, of Washington, D. C.

Mr. Bowker's more than forty years activity in standing back of the PUBLISHERS' WEEKLY has had a very important influence in the trade.

It so happens that there is before Congress now a copyright bill that would bring the United States into full international brotherhood with the rest of the world. The bill as drawn is more Mr. Bowker's work than anyone's else, and its passage will be as epochal as our first step forward in 1891, when we granted international copyright on condition that the book be manufactured in this country. The difficulties of adjusting the interests in such a legislation are extraordinary, as copyright is one of the most complicated forms of law.

Mr. Solberg has just completed twenty-five years in the Office of Register of Copyrights a service of fundamental importance to all who handle books, and at the same time is celebrating the seventieth anniversary of his birth, being a Wisconsin man. It seems that he began his business life as a bookseller and attended the first Booksellers' Convention ever held in the United States, which was at Put-in-Bay, July 21st-23rd, 1874, which Mr. Bowker also attended.

[On motion duly made, seconded and unanimously carried, Mr. Bowker of New York City and Mr. Solberg of Washington, D. C. were accepted as honorary members of the American Booksellers' Association.]

I will now read the report of the Nominating Committee:

By unanimous action, the Nominating Committee herewith recommends the following named persons for the Association's offices for the ensuing year:

President, Louis A. Keating of W. Y. Foote Co., Syracuse.

1st Vice-President, J. Joseph Estabrook, of Hochschild, Kohn & Co., Baltimore.

2nd Vice-President, Mrs. Ida J. Watson, of the Glass Block Store, Duluth.

3rd Vice-President, Seeley Conover, of Amsterdam, N. Y.



THE RETIRING PRESIDENT, EUGENE L. HERR AND
THE INCOMING PRESIDENT, SIMON L. NYE.

Secretary, Belle M. Walker, Editor and Publisher of the *Bookseller and Stationer*, New York City.

Treasurer, John G. Kidd, of Stewart Kidd Co., Cincinnati.

For members of the Board of Trade—five to be elected for term of three years:

L. W. McFarland, Adams Bookstore, Fall River.

Simon L. Nye, of S. Kann Sons Co., Washington.

Ralph Wilson, of McDevitt-Wilson Co., New York City.

John T. Hotchkiss, of the J. K. Gill Company, Portland, Oregon.

C. G. Grauer, of Otto Ulbrich Co., Buffalo.

[MR. HUTCHINSON: I move that the report be received and that we proceed to ballot.]

Our Constitution provides that any ten members may in writing nominate anyone eligible for any of the offices and nominations thus made must be presented by the nominating committee, together with its nominations. The Chairman of the Committee has this request signed by more than ten members of the Association:

"Washington, D. C.
May 10, 1922.

The Nominating Committee,
American Booksellers' Association:

We hereby submit the following nominations, as a separate ticket, to be presented to the convention here assembled:

**VOTE FOR THE
RECONSTRUCTION TICKET
WAR CABINET**

Vitality, Progress and the
Greater Development of the
Book Business

FOR

President, Simon L. Nye, of S. Kann Sons
Co., Washington.

1st Vice-President, J. Joseph Estabrook, of
Hochschild, Kohn & Co., Baltimore.

2nd Vice-President, John T. Hotchkiss, of
the J. K. Gill Co., Portland, Oregon.

3rd Vice-President, A. Kroch, of A. Kroch
& Co., Chicago.

Secretary, Stanley G. Remington, of Nor-
man Remington & Co., Baltimore.

Treasurer, John G. Kidd, of Stewart Kidd
Co., Cincinnati.

Respectfully,

J. C. Kemp
S. M. Avery
A. J. Dragon
G. D. Pearlman
Loring Short & Harmon
Jones Book Shop
Wm. Ballantyne & Sons
Lowell Brentano
Walter Pettibone
Walter McKee
Frank C. Dixon
Joseph V. Carroll
F. H. Tracht
Irving E. Jones
W. A. Gilbert
Charles E. Butler
H. W. Hamblen
John T. Witsil.

WALTER V. MCKEE: Mr. President. May I preface the motion I am about to make with a few remarks. New times create new

necessities and sometimes make it necessary that precedents be broken. Some of you perhaps have been wondering a good deal about this Reconstruction Ticket because it breaks a precedent in the nomination of the officers of our Association. Knowing, perhaps, somewhat more about it than many of you sitting here, because I happen to be one of the signers of the request to the committee, I thought it might be well to tell you about it. We want you, we, who have presented these nominations to you, to understand that this ticket is in no way in opposition to or in criticism of any of the nominations that are being made by our Nominating Committee. It means that while we have been deliberating here during the last few days, a group of our members have also been looking forward toward the coming year and planning how best to meet the problems—many of them new and legislative problems that we have never had to deal with before, and how they best could be met and it seems that men who could meet these problems best would be men possessed of certain qualities—the qualification of youth—the qualification of fighting instinct—men who could work and young men who are not afraid of hard work.

There are also some geographical considerations. It seemed to us that the officers should be elected from large towns so when we go to the capital to deliberate with those in power, we would get perhaps a larger measure of consideration than if our officers were representatives from very small towns. It also appeared that another geographical consideration would be that these men might live perhaps in towns that were quite close or adjacent to each other so they could work advantageously together and we felt that every section of the country should be represented on this ticket, and so as you glance over the ticket, I think you will agree with me that the men we have taken are men with all of these qualifications.

We have Simon L. Nye from Washington, our capital city; J. Joseph Estabrook from Baltimore, who will be near enough to confer with Mr. Nye at all times on problems which the President for the coming year must meet. It will also enable them to be on the ground where many things are going to happen the next year which make it necessary to have representatives and officers in the capital city of our country. We also have the large city of Portland, Oregon, on the Pacific Coast, represented by Mr. Hotchkiss; Baltimore, by Mr. Remington; and Cincinnati by Mr. Kidd, and believing these men possess the qualifications that will help us solve the problems for the coming year, I move their names be placed in nomination for election by ballot.

H. S. HUTCHINSON: I wish to second that motion, that we proceed to ballot on the tickets that have been presented.

F. G. MELCHER: I have only had the information which most of the rest of you have had—of having this new ballot in my hand and of hearing the other read, I don't believe we should vote without going over these ballots and making real comparison and criticism. The first criticism of the new ballot is one that someone else might voice rather than myself, but it seems to me that with the membership of the American Booksellers' Association as now constituted, and considering the character of the new contributions now being made to book-selling, to elect the officers on this new ticket, without having one woman on it, is a very serious criticism of our judgment. I know how much is being contributed by them, and we should recognize it, not begrudgingly, but enthusiastically. That change should be made.

Perhaps some one longer in the Association than myself would like to speak on the Presidential nomination. No one who has watched this convention and the way it has been handled in Washington, realizing that perhaps a record in smoothness and efficiency has been established, would want to question the nomination of Mr. Nye. But none of us who have been much in the organization work want to fail to give our recognition to Mr. Keating and to his continuing contribution to bookselling.

I want also to say that we would make a great mistake, with all due respect to Baltimore, to do anything that would seem to indicate lack of appreciation of what Miss Walker has done. I was secretary before Miss Walker and I know what the job is better than most of you, and it is hard work. This is her first full year and if nothing else were done, I should stand here and fight for a showing that we do appreciate the work of Miss Walker for the last year. The twelve names are suitable but these are some of the things that should be in our minds when we vote.

CHARLES E. BUTLER: This is not a question as to qualification of the members. It is purely a question of locality. Now, at this time, Washington is the whole center of our ambition. We are striving all we can as an organization by making a national propaganda, as you all know. You heard Congressman Kelly and Commissioner Davies and all the others who talked in favor of that bill. I can tell you from experience that no man in New York City, or in Syracuse or in Philadelphia, can attempt to reside in those localities and at the same time have working in this city an organization that will constantly watch the interests and the welfare of this

Association thru the Kelly Bill, which they can do by being in daily touch with members of Congress, with the Administration. I advocate supporting this motion, and that the election of the regular ticket, as you might say, be postponed for another year, as no better officers could be elected than those named, but for this year we should appoint a War Cabinet and we should have at the seat of war men who are constantly alert, ready to act and to carry out the desires and ambitions and the hopes of this Association, on which the future prosperity of everyone of us depends.

J. C. KEMP (Pittsburgh): I may be against a new thing at the start, but when I see something that looks good, I am for it, and when I am for it, I usually vote for it. I am in favor of Mr. Nye as President because no one could come to this beautiful city and attend this convention without seeing the great ability and the great amount of work that Mr. Nye has put into the entertainment. He has done the work well. There hasn't been a hitch, even as to the weather. He promised good weather and we are going to get it. If we elect him, we cannot do otherwise than give him all assistance.

Therefore, all the rest of this ticket should be elected with Mr. Nye. He has been able to stand alongside of President Harding nicely and introduce the booksellers. I have no doubt he has spent many anxious days and nights in getting people to come here and take part in the way he has done. Therefore, for myself, from the Middle West, I would say that I am very happy to be able to testify my approval of the people who have helped to make this convention a success and I second the nomination of Mr. Nye and all the other people with him, with the idea that Mr. Nye is on the ground and it will put us in touch with something that will give us something for many years to come. If these things are going to be accomplished, they are going to be accomplished because of somebody here on the ground. He doesn't impress me as being easy to get rid of by being placed in the wastebasket, and I am glad to have the opportunity of seconding his nomination.

C. E. CAMPBELL: I come from Portland, Maine, way across the continent—from conservative New England—how conservative you can find out by asking any travelling man who makes New England. I came, trying to get some message of enthusiasm that I could take back to New England to help me in the fifty-two weeks of bookselling ahead of us. I received that message and can take it back. I know you all would like to have fifty-two weeks ahead of you under the efficient leader-

ship of the group of officers headed by Mr. Nye and Mr. Estabrook, and I second their nomination.

MARY B. SMITH : May I ask whether the people whose names are printed on this second ticket allowed their names to be so used

PRESIDENT HERR : I take it so.

WALTER MCKEE : As is usually the custom, all of these people were approached to ascertain whether or not, if elected, they would assume the offices and they have all agreed, and are all, I might say, anxious to. If they are elected, they will probably be the most enthusiastic and most hard-working officers this Association has ever had. I have found out since I came to Washington, what the members of the committee working under Mr. Nye think of him, and they are all unanimous in saying that practically all of the hard work that has been done to make the convention a success, and all the annoying details have been arranged for and performed by Mr. Nye personally and if you take a good look at him, he looks as if he should be in bed.

The office of first Vice-President has been heretofore somewhat of an honorary office in this Association. He has lived a thousand miles or more away from the President, has had his name on the stationery and has got a little publicity that way, and has felt honored. I want to call your attention to this fact, by having Mr. Estabrook, first Vice-President, who lives in Baltimore, only one hour away from Washington, and instead of one President, we will have two Presidents by electing this ticket.

WALTER S. LEWIS : Mr. Chairman, I believe there is no one in the hall today who has a greater affection for Mr. Nye than I have. We have been very closely attached to each other for a good many years. That is my personal feeling for Mr. Nye, and I think no one appreciates more than I do the wonderful work he has done as Chairman of the Convention in Washington this year. I have been astounded myself to see how smoothly the machinery has gone and how splendidly he has equipped his committee to carry out this work, and I fully agree with all that has been said regarding his ability, but I don't want the members of this convention to forget that Mr. Nye is a comparatively recent comer in the American Booksellers' Association. While he has been a member in it he has done valiant work.

I also wish to bring the attention of the members of this Association, if it comes to a question of how much has been accomplished by certain nominees on our tickets today, that

Mr. Keating has for a great many years—I would not dare say how many—fifteen years possibly—been one of the most earnest and competent and faithful and efficient supporters of all good things in the American book business in the United States. I have known of his work for that number of years and of the ideas that he has initiated as a member of the Board of Trade of the American Booksellers' Association and as Secretary for possibly two or three years. All thru these years we have had the benefit of his experience and his intelligence in the work of our Association.

VERNOR M. SCHENCK : I wish first to commend the judgment of whoever made up this slate. They are all men of high calibre whom we all respect most highly. I am positive no one could exceed my own estimate of every man on this ticket. On the other hand, I want to second what Mr. Lewis has just said. I really dislike the intimation that the ticket presented by the Nominating Committee is a ticket which is made up of men who are too old to be efficient. Experience should surely be worth something. I am positive that Mr. Keating is not yet ranked among the old men. If he is, I know where my place would be, and I don't want to take that place yet. Furthermore, after years of service with Mr. Keating on the committees of all sorts of the American Booksellers' Association, I have learned to know that he has all of the qualifications which a President of this Association ought to possess. I know that if we choose him as our President, we shall never regret the choice; we shall be proud of him and of the record which he will make. With all respect to the ticket as nominated, and I know everyone on this ticket realizes that I am his friend and will support him if elected, I personally would like, and shall vote for Mr. Keating as President.

H. S. HUTCHINSON : I move that we proceed to vote for the officers for the ensuing year.

PRESIDENT HERR : I will appoint Mr. Hutchinson as Judge of Election, and Mr. Schulte and Mr. Freud as tellers. If there are any non-members in the room, they are not entitled to vote.

MEMBER : Do we make a cross against each of these names, or do we just drop the ballot in.

PRESIDENT HERR : This contest came about at the last moment and we couldn't have printed ballots prepared. A number of written ballots have been prepared for the report of the Nominating Committee but not enough to go round. Blank sheets of paper can be

May 20, 1922

secured for those who want to vote for the regular ticket—for the Nominating Committee's ticket. If you want to vote either straight ticket, write it out and hand it in. If you want to split the ticket, fasten the two parts together and hand them in. Members who are paying a fee of five dollars are entitled to vote. The ballot for officers is cast, and the polls are closed. In the Nominating Committee's report there are five names for the Board of Trade. Is there a motion for the Secretary to cast a ballot for these nominees?

[On motion duly made, seconded and carried, the Secretary cast a vote for the following five members for the Board of Trade for three years:

L. W. McFarland, Adams Bookstore, Fall River, Mass.

Simon L. Nye, S. Kann Sons Co., Washington.

Ralph Wilson, McDevitt-Wilson Co., New York.

John T. Hotchkiss, J. K. Gill Co., Portland, Ore.

C. G. Gauer, Otto Ulbrich Co., Buffalo, N. Y.

MR. SHOEMAKER: Mr. Chairman, what I have to say should more properly come from a bookseller than a publisher, but I fear it is going to be overlooked; that is, I think there should be some word of greeting and of sympathy extended to a former President of this Association. The years are going by so fast that probably some of us have forgotten the services that were rendered by John J. Wood. It so happens that Mr. Wood is a resident of Philadelphia and will probably see me more frequently than anyone else in the trade. He is far from well physically and while he has not told me his circumstances, I am afraid he is not at all in the state of affluence. I am not making any appeal for financial aid for him, and we can probably do nothing to contribute to his physical condition, but I think as a man who was two or three years President of the Association, it would be very nice for us to send some word of greeting and to express our sympathy to him and hope that he may be quickly restored to his normal strength. I make a motion that a note or a telegram of some kind of appreciation be sent to Mr. John J. Wood from the Association.

[On motion duly made, seconded and unanimously carried, it was so ordered.]

PRESIDENT HERR: Mr. Butler has a few remarks for the benefit of the Board of Trade.

MR. BUTLER: I would like to bring up a matter that is of very considerable importance to us and to the Association and that is the present constitution of the Board of Trade.

In my judgment, the Board of Trade is not a good working body. We have a membership in many cities of the Union, many of which never reach us even by communication and it is only Philadelphia that really supports us,—Walter Lewis and George W. Jacobs—who come over quite constantly. I believe there ought to be a radical change and I submit it to this Association. I believe and advocate that the entire Board be wiped out from the Chairman down; that a new element be put into it; that the Board should consist of not more than five members. Five men can do much better work located in the city wherever that Board is located, than any body of fifteen men. You can imagine what it means if you have a meeting once a month or two months. A man comes once and then doesn't come for five meetings. He doesn't know what is going on. I think it would be better for the Association to have a new element put in, and I would suggest to the Chairman that this matter be referred to the Executive Committee for consideration and whatever changes may be necessary to be made.

PRESIDENT HERR: Are there any matters of interest for the welfare of the Association to be brought up?

On motion duly made by Mr. Butler and seconded by Mr. Ralph Wilson, Mr. Butler's suggestion that the Board of Trade be reorganized and have a membership of five members was referred to the Executive Committee of the Association.

MR. MACAULEY: It would require constitutional action.

PRESIDENT HERR: Article 6 covering the constitution and powers of the Board of Trade will have to be amended and revised.

MR. BUTLER: The Executive Committee in the meantime could take it up and consider it and report later on.

PRESIDENT HERR: That doesn't affect the constitution or duties or relations of the Board of Trade until such amendment is adopted. The Board of Trade exists as constituted and has the same powers until there is such a revision of the By-laws. It simply opens the whole question.

MR. BUTLER: That's the idea; to work out some working system.

PRESIDENT HERR: I have a report from the tellers that it will be at least one-half hour before they can complete the counting of the ballots. On the boat tonight we will have the final meeting to receive the report of the tellers.

[The meeting Wednesday afternoon, on motion duly made and seconded, adjourned at 6 P. M.]

It was reported by the President on the boat Wednesday evening, that there were one hundred and forty-five votes cast and the following officers were elected:

President: Simon L. Nye, S. Kann, Sons Co.

1st Vice Pres.: J. Joseph Estabrook, Hochschild, Kohn & Co., Baltimore.

2nd Vice Pres.: John T. Hotchkiss, J. K. Gill Co., Portland, Ore.

3rd Vice Pres.: A. Kroch, A. Kroch & Co., Chicago.

Secretary: Belle M. Walker, Bookseller and Stationer, New York.

Treasurer: John G. Kidd, Stewart Kidd Co., Cincinnati.

The Social Features of the Convention

AS was to have been expected, the adoption of the Capital for the convention city opened up wonderful possibilities in the way of convention pleasures, and the weather man helped the committee by giving the large delegation a remarkable four days. Many people began to arrive in the city on Sunday, so that there was much informal sight-seeing before the announced program began. On Monday evening arrangements were made for informal visits to the Congressional Library, and those who had been there previously took the moonlit evening to go in many other directions over the city.

The Costume Ball

At noon after the Tuesday session, about three hundred of the rapidly increasing number of delegates were gathered on the south steps of the Treasury Building, which makes an unmatched place for group photographs. On Tuesday evening the Women's National Book Association gave a Colonial dance in the convention hall, and prizes were awarded to Ralph Wilson and Miss L. B. Stevenson for the best costumes. There was much more enthusiasm about the dancing and the music than there was about coming in costume, and not many were prepared with the special regalia. The convention hall, with windows on both sides, and the wonderful moonlit open balcony looking over the city was a place that would make any dance successful, even if to this there had not been added a perfect orchestra.

That Jazz at the Colonial Dance

(In Jazz Rhythm)

By FLORENCE SCOTT HURST

LOFT

A cage of birds:
The players,
Black coated, white breasted,
Strange voiced,—
Strident, screaming,
Jazzing, jerking,

Soothing, crooning,
Sweetly stirring.
The birds
A-flutter there
Like gymnasts,
Arms stretching, legs pointing,—
Strange pose!
Weirdly wailing,
Jazzing, jerking,
Shouting, singing,
Long-drawn sighing.

Below
A whirl of life:
The dancers.
Gay colors, quaint costumes,
Close held,
Bodies swaying
Jazzing, jerking,
Walking, sliding,
Smoothly gliding.

The crowd
A tune to sound,
Emotion
Kept strangely, stirred strongly.
All touched.
Hearts all bounding
Jazzing, jerking,
Eyes upturning,
Feet fast tripping.

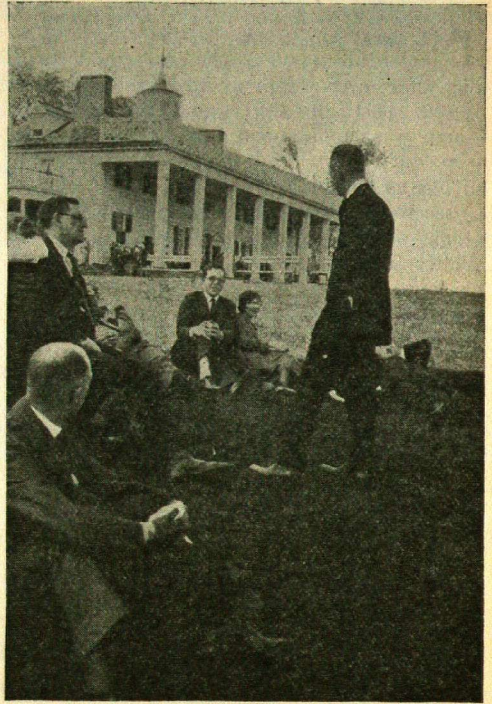
And those
Along the wall:
The watchers
Responsive, conversing
O'erheard:
"Old time dancing?
Minuetting?
Swinging, strolling,
Stately bowing?"

"And this—
What is this dance?"
"What's coming?—
More flappers, more freedom?"
"What next—
Times reverting?
Modes returning?"
(Jazzing, jerking,
Jerking, jazzing.)

At noon on Wednesday the whole convention adjourned from the Hotel Washington to visit the White House and to meet President Harding. It would seem that not a single delegate or member of delegate's family missed this occasion, for, when the last person had filed by and shaken the hand of the President, the White House guard said that five hundred and sixty had been in the line. The convention felt that it had been deeply honored in having the President arrange this special reception, and none of those who shook his hand for the first time will forget his quiet, genial attitude toward this part of his public life. Previous to the reception the public rooms in the White House were visited.

On Wednesday evening special cars left Pennsylvania Avenue for the steamboat wharf, and a large river boat with double decks took some three or four hundred people for a long moonlight sail down on the Potomac and back just before midnight. Dancing was enjoyed on board, and refreshments were served. The opportunity which a boat gives for friendly visiting among old acquaintances and new convention friends made that form of trip particularly enjoyable. The results of the afternoon election were announced on the boat, and there was much congratulation of the new President, both on his election and on the perfection of the convention arrangements.

With all convention work out of the way, the delegates turned, on Thursday, to complete enjoyment of sightseeing and good times. At 9:30 special cars and trailers left on the electric railway for Virginia, and an hour later they were unloaded at Arlington on the first stage of an enjoyable day. The weather was the perfection of what one would wish to have for a May day in Washington. The long file took its course out thru the burial plateau where lie the country's dead, pausing for a few moments beside the impressive monument to those who died on the Maine, and then passing on to the supremely perfect amphitheater, that newly completed gem of architecture where President Harding delivered on Armistice Day his famous address at the burial of the Unknown Soldier. The guide of the party took the platform to describe the details of the amphitheater plan and purpose, and then the party filed thru the crypt and out where the tomb of the Unknown Soldier was erected. Just as the party passed out in that direction, pall-bearers were bringing from the crypt for interment the last of the American soldiers who came from France. From the new amphitheater a walk was taken to the old, less formal amphitheater, and thence to the Arlington Mansion, built by the adopted grandson of



THERE WAS AMPLE TIME TO REST AT MOUNT VERNON AND A COOL BREEZE OVER THE LAWN. ANDREW PIERCE, OF BOSTON, IS IN PROFILE, JOHN KIDD BACKS UP MISS CUGELL, PRESIDENT NYE STANDS.

General Washington, and the home of General Lee. The view from this spot over the Capitol city on a May day is one of the unparalleled views of the world. After boarding the train again, a trip was made to Alexandria, with opportunity to visit Christ Church and to see the old box pew of Washington and the pew of General Lee, who worshiped there till the Civil War. The pulpit and its woodwork are today the same as in Washington's time, and the old chandelier for candles still hangs under the balcony. During the trip from Alexandria to Mt. Vernon, a box lunch was served, and such ample time was allowed for the stop at the home of the first President that all had opportunity to see every part of the house and grounds and to take a rest in the cool breezes that came over the fields. Mt. Vernon, as everyone knows, is one of those historic spots that is just exactly what one would hope and wish it to be, and on a warm May day with the green fresh on the trees and the flowers brilliant in the gardens it makes an impression that can never be effaced.

The Banquet

THE great banquet hall of the Hotel Washington proved to be one of the best rooms that has ever been allotted to this final festive part of the Convention program. There was ample room for the five hundred who sat down, and an easy opportunity to hear and to see the photographs which Dr. Walter Traprock displayed on the screen. A lively orchestra supplied music for the banquet, and George H. O'Connor led the singing. Few banquet programs of the Booksellers' Conventions have equalled this in its fine balance of wit and wisdom. Frederick William Wile, author and newspaper man, made the ideal toastmaster, brilliant and to the point in his introductions and quick and pertinent at the close of the speeches. Wendell Phillips Stafford, Justice of the Supreme Court of the District of Columbia, gave a brilliantly delivered, witty and scholarly address on "Books and Men." George S. Chappell, who, as Dr. Traprock, has ridden to fame as the author of "The Cruise of the Kawa," gave one of his inimitably droll talks on exploration, illustrated by screen pictures taken from a humorous medley of travel views. Senator Borah followed with a notable political address, giving the audience who had not had previous opportunity to hear him, ample opportunity to judge of his power. During the evening the new President, Simon L. Nye, was introduced to make his first bow to the Association, and an inscribed watch was presented to Eugene L. Herr.

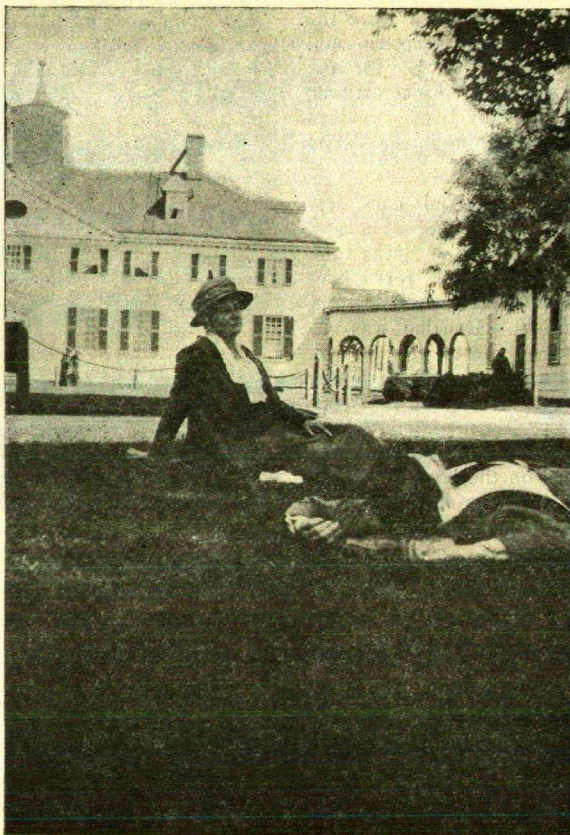
MR. MELCHER, presenting the watch to Mr. Herr, said: "Because of a rugged toughness in my physique, which comes from New England, and because of a certain lack of modesty, which I gained while a resident in Indiana, I am frequently called upon, as you know, to act as announcer in our conventions.

At this time, however, I am asked to act for the five hundred here, as amplifier, of the things that you feel like broadcasting. For several years as Treasurer and for two as President, we have put heavy tasks upon the President who now retires. In order that he may have some sense of the fact that we appreciate the work done, the vision upheld and the progress made in the two years, I, representing you, the five hundred, present at this time, an engraved watch to Eugene L. Herr, of Lancaster, Pennsylvania." (Applause.)

MR. HERR said, in reply, "My dear friends and fellow book-sellers: This is

an occasion when the heart is too full for words. It has been a source of deep gratitude to me that you have seen fit to honor me and to give me the opportunity to serve you and the trade in general, as your President for the past two years, and in thus heaping an overflowing measure of your gratitude with this beautiful gift, which I shall cherish as long as I live as a mark of your appreciation and friendship, all that I can say is that I thank you deeply from the bottom of my heart."

[Applause.]



MRS. ALICE STEINLEIN OF THE GREENWOOD BOOKSHOP, WILMINGTON, WAS ONE OF THE MANY WOMEN BOOK-SELLERS WHO TOOK ALERT INTEREST IN ALL THE SESSIONS.

Record of Attendance

NEW ENGLAND

Massachusetts

Adams, L. W., Lothrop, Lee & Shepard Co., Boston.
 Adams, Mrs. L. W., Boston.
 Brown, Hulings C., Little, Brown & Co., Boston.
 Brown, Mrs. Hulings C., Boston.
 Bruns, A. M., Boston.
 Bruns, Mrs. A. M., Boston.
 Combie, W. R., The New England News Co., Boston.
 Combie, Mrs. W. R., Boston.
 Dion, Alfred L., Boston.
 Donahue, Fred L., Schoenhot Book Co., Boston.
 Dragon, Arthur J., The Old Corner Bookstore, 27-29 Bromfield St., Boston.
 Everett, Walter C., R. H. White Co., Boston.
 Everett, Mrs. Walter C., Boston.
 Gilbert, Wm. A., Old Corner Book Store, Boston.
 Gould, Harry, The New England News Company, Boston.
 Gould, Mrs. Harry, Boston.
 Greene, Joseph F., Little, Brown & Co., Boston.
 Gregory, Warren F., Lothrop, Lee & Shepard Co., Boston.
 Hale, Ralph T., The Medici Society of America, Boston.
 Hopkins, William T., Jr., Little, Brown & Co., Boston.
 Jones, Irving E., Old Corner Book Store, Boston.
 Luessler, Harrison, Houghton Mifflin Co., Boston.
 Millan, Mrs. Frank, Williams Bookstores Co., Boston.
 Minot, John Clair, Boston Herald, Boston.
 Pierce, Andrew D., Little, Brown & Co., Boston.
 Pierce, Mrs. Andrew D., Malden.
 Phillips, Le Roy, Boston.
 Schenck, V. M., The Pilgrim Press, Boston.
 Taylor, S. W. H., Boston Evening Transcript, Boston.
 Taylor, Mrs. S. W. H., Boston.
 Whitcomb, George Faunce, The Christian Science Monitor, Boston.
 Wright, Warren H., Little, Brown & Co., Boston.
 Blanchard, Charles B., Harvard University Press, Cambridge.
 Carroll, Joseph V., Houghton Mifflin Company, Cambridge.
 Pottinger, David T., Harvard University Press, Cambridge.
 Ticknor, Benjamin H., Houghton Mifflin Company, Cambridge.
 Wilkins, Mrs. F. E., Danvers Square Book Shop, Danvers.
 Adams, E. S., Adams Bookstore, Fall River.
 Adams, Mrs. E. S., Adams Bookstore, Fall River.
 McFarland, L. W., Adams Bookstore, Fall River.

McFarland, Mrs. L. W., Adams Bookstore, Fall River.
 Donahue, Mrs. Fred L., Needham.
 Dvorak, Charles, New Bedford.
 Dvorak, Mrs. Charles, New Bedford.
 Hutchinson, Henry S., H. S. Hutchinson & Co., New Bedford.
 Dodd, Marion E., Hampshire Bookshop, Northampton.
 Lyman, Clifford H., Bridgman & Lyman, Northampton.
 Smith, Mary Byers, Hampshire Bookshop, Inc., Northampton.
 Baker, Harris W., G. & C. Merriam Co., Springfield.
 Short, W. C., G. & C. Merriam Co., Springfield.
 Short, Mrs. W. C., Springfield.

Maine

Campbell, Charles E., Loring, Short & Harman, Portland.
 MacAllister, E. B., Huston Tuttle Book Co., Rockland.

Vermont

Chalmers, Miss Alfa T., Geo. E. Chalmers, Rutland.
 Temple, Miss Ruth W., Rutland.
 Tuttle, Chas. E., The Tuttle Company, Rutland.
 Tuttle, Mrs. Charles E., The Tuttle Co., Rutland.

Connecticut

Warfield, G. F., G. F. Warfield & Co., Hartford.
 Kronish, J., Edw. P. Judd Co., New Haven.
 Davis, Charles F., Davis & Nye, Waterbury.
 Davis, Mrs. C. F., Davis & Nye, Waterbury.

Rhode Island

Brinckerhoff, Mrs. Louisa C., The Shepard Co., Providence.

NEW YORK

New York City

Adams, J. Sidney, Samuel Gabriel Sons & Co.
 Adams, Mrs. J. Sidney.
 Albrecht, Wm. P., The Macmillan Co.
 Amis, George Wm., Harcourt, Brace & Co.
 Archer, Leon B., Cosmopolitan Book Corp.
 Ayers, Charles H., The American News Company.
 Bachmann, Geo. F., Thomas Nelson & Sons.
 Bachmann, Mrs. Geo. F.
 Bartsch, Mary J., M. J. Whaley, Inc.
 Bayer, Frederick F., Oxford University Press.
 Bayer, Mrs. Frederick F.
 Bell, John, The Century Co.
 Bohnfalk, J. F., The Ronald Press Co.
 Brentano, Lowell, Brentano's.
 Brentano, Mrs. Lowell.
 Brett, George P., jr., The Macmillan Co.
 Burger, A. W., Harper & Bros.
 Burger, Mrs. A. W., Brooklyn.
 Burkhardt, Chas. A., E. P. Dutton & Co.
 Burt, Edward F., A. L. Burt Co.
 Burt, Harry, A. L. Burt Company.
 Burt, Mrs. Edw. F., Brooklyn.

- Butler, Charles E., Brentano's.
 Butler, Mrs. Charles E.
 Calhoun, Charles P., The Ronald Press Company.
 Carrington, C. F., New York *Herald*.
 Clinch, Frank A., D. Appleton & Co.
 Clinch, Mrs. Frank A.
 Coakley, John J., The Feeley Co.
 Corrigan, J. W., George H. Doran Company.
 Crone, Albert R., R. R. Bowker Co.
 Crone, Dorothy Knight (Mrs. A. R.), R. R. Bowker Co.
 Crowell, Cedric R., Doubleday, Page & Co., Garden City.
 Crowell, Jeremiah, Thomas Y. Crowell Co.
 Cugell, Ethel, Best & Co.
 Darrow, Whitney, Charles Scribner's Sons.
 Dempsey, Miss Alice M., Gimbel Bros.
 Dixon, Frank C., T. Y. Crowell Co.
 Dixon, Mrs. Frank C.
 Dominick, Maynard A., Frederick A. Stokes Co.
 Douglass, Mortimer, E. P. Dutton Co.
 Earl, H. B., Doubleday, Page & Co., Garden City.
 Earl, Mrs. H. B., Garden City.
 Farrell, Miss Rhea I.
 Everitt, S. A., Doubleday, Page & Co.,
 Fellows, Elizabeth H., Physical Culture Corp.
 Gabriel, Bertram A., Sam'l. Gabriel Sons & Co.
 Gaige, Grace, R. H. Macy & Co.
 Galt, Dorothy H., Chas. Scribner's Sons.
 Galt, Sterling, jr., Charles Scribner's Sons.
 Gittens, C. H., Harper & Brothers.
 Gittens, Mrs. C. H.
 Greene, Louis C., R. R. Bowker Co.
 Grosset, Alexander, Grosset & Dunlap.
 Hammen, Charles B., Kiggins & Tooker Co.
 Hartog, Alfred, Columbia University Press Bookstore.
 Hays, R. N., Geo. H. Doran Co.
 Hill, W. W., The Ronald Press Co.
 Holden, John A., PUBLISHERS' WEEKLY.
 Hoyns, Mr. Henry, Harper & Bros.
 Hoyns, Mrs. Henry.
 Hubley, Miss Effie C., Frederick Loeser & Co., Brooklyn.
 Humble, Marion, Natl. Assn. of Book Publishers.
 Hungerford, Herbert, American News Company, Inc.
 Hungerford, Mrs. Herbert.
 Hurst, Richard, Hurst & Co.
 Hurst, Mrs. Richard.
 Jenkins, S. A., Grosset & Dunlap.
 Jones, Herbert G., N. Y. *Tribune*.
 Kelley, Marian, Abraham & Straus, Inc., Brooklyn.
 Kinsey, Harold C., Cosmopolitan Book Corp.
 Kleinteich, Geo., Brooklyn.
 Kleinteich, Mrs. Geo., Brooklyn.
 Korbel, Charles, Oxford University Press.
 Korbel, Mrs. Charles.
 Kyle, Thos. F., Thomas Nelson & Sons.
 Lacy, Frederick D., G. P. Putnam's Sons.
 Lederer, Earl F., Harper & Bros.
 Lederer, Mrs. E. F.
 Leon, Arthur T., Cupples & Leon Co.
 Lewis, Howard C., Dodd, Mead & Co.
 Levy, Louis M., Hurst & Co.
 Levy, Mrs. Louis M.
 Lone, E. Miriam, Lathrop C. Harper.
 Loweree, S. McL., Duffield & Co.
 McIntosh, Wm. W., Oxford University Press.
 McKeachie, Wm. S., The Baker & Taylor Co.
 McKeachie, Mrs. Wm. S.
 Macrae, John, jr., E. P. Dutton & Co.
 Magel, F. L., Syndicate Trading Co.
 Mahoney, T. F., Bobbs-Merrill Co.
 Malloy, James V., Cosmopolitan Book Corporation.
 Marsh, Allyn Jay, New York *Times*.
 Melcher, Frederic G., PUBLISHERS' WEEKLY.
 Mendes, L. W., Interlaken Mills.
 Minton, Melville, Charles Scribner's Sons.
 Murphy, Catherine M., M. J. Whaley, Inc.
 Murphy, Joseph C., M. J. Whaley, Inc.
 Newton, Shaw, The Bookseller and Stationer.
 O'Connell, D. J., Funk & Wagnalls Co.
 Olsen, H. T., Bobbs-Merrill Co.
 Putnam, G. P., G. P. Putnam's Sons.
 Reed, F. L., Grosset & Dunlap.
 Mrs. F. L. Reed.
 Reid, C. S., American News Co.
 Mrs. C. S. Reid.
 Rinehart, Stanley M., jr., George H. Doran Co.
 Rowland, Helen, Wheeler Syndicate.
 Savage, H. F., F. A. Stokes Co.
 Schulte, Theo E., Theo E. Schulte.
 Schulte, Mrs. Theo E.
 Schweitzer, Mrs. J. P., Edgar S. Werner & Co.
 Seiler, A. G.
 Seltzer, Adele Szold, Thomas Seltzer, Inc.
 Seltzer, Thomas, Thomas Seltzer, Inc.
 Shuford, L. S., The Baker & Taylor Co.
 Simon, Richard L., Boni & Liveright.
 Smith, Harrison, Harcourt, Brace & Co.
 Smith, James J., Doubleday, Page & Co., Garden City.
 Smith, Mildred C., R. R. Bowker Co.
 Stevenson, Laura B., Bookseller and Stationer.
 Stewart, H. A., The Ronald Press Co.
 Street, Polly, F. A. Stokes Co.
 Suther, Emelie J., Edgar S. Werner & Co.
 Sutphin, E. A., New York *Sun*.
 Thompson, J. L., Charles Scribner's Sons.
 Thos. Nelson & Sons.
 Thomson, William, Thomas Nelson & Sons.
 Thomson, Mrs. William.
 Titus-Werner, M. Stanleyetta, Edgar S. Werner & Co.
 Trenkle, Charles J., jr., The Macmillan Co.
 Tucker, Miss Ada, Edgar S. Werner & Co.
 Walker, Belle M., Bookseller and Stationer.
 Walker, Stanley, Henry Holt & Co.
 Whaley, Mrs. M. J., M. J. Whaley, Inc.
 Williams, Harold E., The American News Co.,
 Williams, Mrs. Harold E.
 Willsie, Honoré, F. A. Stokes Co.
 Wilson, Ralph, McDewitt-Wilson's, Inc.
 Wilson, Mrs. Ralph.
 Witsil, John T., Brentano's.
 Witsil, Mrs. John T.
 Ziegler, E. H., George H. Doran Co.

New York State

- Conover, Seely, Seely Conover Co., Amsterdam.
 Moore, Edna F., Allen's Book Store, Auburn.
 Cummings, Miss Tina J., The Wm. Hengerer Co., Buffalo.
 Erion, Edward P., Buffalo.

Erion, Mrs. Edward P., Buffalo.
 Grauer, Christopher G., Otto Ulbrich Co., Buffalo.
 Grauer, Christopher G., Buffalo.
 Hall, Harriet Jane, J. N. Adam & Co., Buffalo.
 Wetherbee, Arthur E., Aries Book Shop, Buffalo.
 Wetherbee, Mrs. Arthur E., Buffalo.
 Derby, Cora A., C. A. and E. N. Derby, Elmira.
 Sanford, B. E., Cornell Co-operative Society, Ithaca.
 Davis, William M., Forsyth & Davis, Inc., Kingston.
 Newkirk, Mrs. Garret, Forsyth & Davis, Inc., Kingston.
 Witbeck, Miss Edith P., Forsyth & Davis, Inc., Kingston.
 Grant, Dorothy L. A., Dorothy Grant's Bookshop, Port Washington.
 Medcalf, Dellon K., Scrantoms, Inc., Rochester.
 Medcalf, Mrs. Dellon K., Rochester.
 Crampton, Gladys M., Bailey's Book Store, Syracuse.
 Keating, Blanche A., Syracuse.
 Keating, Louis A., W. Y. Foote Co., Syracuse.
 MacAllister, Blanche E., Syracuse News Company, Syracuse.

CENTRAL ATLANTIC DISTRICT Philadelphia

Bold, Miss Clara, Vir Publishing Company.
 Clinger, J. W., American Baptist Pub. Society.
 Coakley, Mrs. John J.
 Dobbins, Miriam L., Publication and S. S. Bd. of Reformed Church.
 Flood, James, jr., George W. Jacobs & Co.
 Fraser, John R., The John C. Winston Co.
 Freud, Benedict, Gimbel Bros.
 Freud, Mrs. Benedict.
 Jacobs, George W., George W. Jacobs & Co.
 Jones, Elmer E., The John C. Winston Co.
 Jones, Mrs. Elmer E.
 Jones, Miss Mildred E.
 Kornbau, Rudolph G., The John C. Winston Co.
 LeGallez, Jas. W., The North American.
 Lewis, Walter S., Presbyterian Board of Publication.
 Lippincott, Joseph W., J. B. Lippincott Company.
 Littlejohn, A., Sears, Roebuck & Co.
 Littlejohn, Mrs. A.
 McGrath, Frank V., Leary's Book Store.
 McGrath, Mrs. Frank V.
 Mattison, Fred F., Strawbridge & Clothier.
 Melvin, Chas. W., Milton Bradley Co.
 Melvin, Mrs. Chas. W.
 Pound, Miss Marie.
 Pound, Mrs. Rose.
 Reilly, Peter, Peter Reilly, Inc.
 Reilly, Eleanor K.
 Reilly, Katherine E.
 Shoemaker, Charles C., The Penn Publishing Company.
 Tewson, W. Orton, Public Ledger.
 Thompson, Mrs. Wm.
 Warner, Philip W., Leary's Book Store.
 Williams, Sidney, Philadelphia North American.

State of Pennsylvania

Butz, Miss Mayme, Hess Bros., Allentown.
 Goepfel, Mrs. Mable B., Hess Bros., Allentown.
 Koch, Sidney S., The Wm. F. Gable Co., Altoona.
 Speakman, Norman E., C. N. Speakman & Sons, Coatesville.
 Speakman, Mrs. Norman E., Coatesville.
 Steinfeldt, Rae, R. Steinfeldt & Bro., Coatesville.
 Fraser, Mrs. John R., Elkins Park.
 Harvey, Laurence J., Dives, Pomeroy & Stewart, Harrisburg.
 Herr, Eugene L., L. B. Herr & Son, Lancaster.
 Herr, Mrs. Eugene L., Lancaster.
 Bollman, Miss K. S., K. S. Bollman, Lebanon.
 Shirk, Mrs. Howard C., Lebanon.
 Reizenstein, Miss E., Lebanon.
 Brown, John A., J. R. Weldin Co., Pittsburgh.
 Jones, Miss Mildred, Jones' Book Shop, Pittsburgh.
 Jones, Mrs. T. Edward, Jones' Book Shop, Pittsburgh.
 Kemp, J. Campbell, Joseph Horne Co., Pittsburgh.
 McGhee, William B., Kaufmann's Dept. Stores, Pittsburgh.
 Morgan, Mrs. Elizabeth, Jones Book Shop, Pittsburgh.
 Zercher, F. W., Regal Umbrella Co., York.
 Zercher, Mrs. F. W., York.

New Jersey

Barse, W. J., Barse & Hopkins, Newark.
 Sheridan, Joseph Hahn & Co., Newark.
 Pfanstiehl, Miss H. Josephine, Newark.
 Reed, W. R., W. R. Reed, New Brunswick.
 Reed, Mrs. W. R., New Brunswick.
 Warren, F. D., jr., Princeton University Press, Princeton.

Maryland

Conway, Elizabeth, Stewart & Co., Baltimore.
 Estabrook, John Joseph, Hochschild Kohn Co., Baltimore.
 Norman, William W., The Norman, Remington Co., Baltimore.
 Ottenheimer, Isaac, I. & M. Ottenheimer, Baltimore.
 Remington, Stanley G., The Norman Remington Co., Baltimore.
 Sondheim, Walter, Hochschild Kohn Co., Baltimore.

Delaware

Herr, Herbert H., Butler's, Inc., Wilmington.
 Herr, Mrs. H. H., Wilmington.
 Steinlein, Eric J., Greenwood Book Shop, Inc., Wilmington.
 Steinlein, Mrs. Alice L., Wilmington.

District of Columbia

Avery, Sidney M., Brentano's, Washington.
 Ballantyne, Wm., jr., Wm. Ballantyne & Sons, Washington.
 Baum, P. O., Pursell's Book Store, Washington.
 Citen, Miss Jean, Washington.

Jenkins, Austin N., Austin Jenkins Co., Washington.
 Meegan, James F., Washington.
 Nye, Simon L., S. Kann Sons Co., Washington.
 Nye, Mrs. Simon L., Washington.
 Pearlman, G. David, Pearlman's Book Shop, Washington.
 Pearlman, Mrs. G. David, Washington.
 Richards, Samuel, The Washington News Company, Washington.
 Schlamm, Mrs. Edgar D., Washington.
 Spangler, James O., The Washington News Company, Washington.
 Taylor, Mrs. R. R., College Book and Supply Store, Washington.
 Taylor, Walter K., College Book and Supply Store, Washington.
 Woodward, Fred E., Woodward & Lothrop, Washington.

FROM THE SOUTH

Virginia

Nusbaum, M. G., Nusbaum's, Norfolk.
 Nusbaum, Mrs. M. G., Norfolk.
 Peter, Mrs. Mildred, Norfolk.
 Duzan, Luella, Miller & Rhoads, Richmond.
 Pleasants, J. E., Presbyterian Committee of Pub., Richmond.

West Virginia

Brown, C. W., The James & Law Co., Clarksburg.

North Carolina

Wills, R. T., Wills Book and Stat'y Co., Greensboro.
 Wills, Mrs. R. T., Greensboro.

Tennessee

Clarke, Thomas A., E. H. Clarke & Bro., Memphis.

Texas

Hamblen, Henry W., Teolin Pilot Co., Houston.
 Hickman, W. L., Presbyterian Committee of Publication, Texarkana.

THE MIDDLE WEST

Illinois

Bean, Donald P., University of Chicago Press, Chicago.
 Furlong, Russell H., Jordan & Co., Chicago.
 Goodwin, J. E., Rand, McNally & Co., Chicago.
 Greene, Mrs. Josephine M., A. C. McClurg & Co., Chicago.
 Hahner, Marcella Burns, Marshall Field & Co., Chicago.
 Hansen, Harry, Chicago Daily News, Chicago.
 Holloway, Roland F., University of Chicago Press, Chicago.
 Kohr, W. R., The Macmillan Co., Chicago.
 Lamb, Harry M., Rand, McNally & Co., Chicago.
 Lamb, Mrs. H. M., Chicago.
 Lamb, Miss Margaret, Chicago.
 Lee, W. F., The Reilly & Lee Co., Chicago.

Littlejohn, G. W., Rand, McNally & Co., Chicago.
 McGrew, John D., Baird & Lee, Inc., Chicago.
 McNally, Jas., Rand, McNally & Co., Chicago.
 Ports, E. H., Chicago Tribune, Chicago.
 Sayers, Alfred H. P., Silbermann-Sayers Book and Art Shop, Chicago.
 Tracht, Fred H., The University of Chicago Bookstore, Chicago.
 Vaughan, L. B., Frederick J. Drake & Co., Chicago.

Indiana

Thompson, Grace L., L. S. Ayres & Co., Indianapolis.
 Henry, Mayme M., A. Herz, Terre Haute.
 Herz, Miss Elizabeth, A. Herz, Terre Haute.

Ohio

Richardson, J. K., Robinson's Book Store, Akron.
 Pettibone, Walter, The Pettibone-McLean Co., Dayton.
 Kidd, John G., Stewart Kidd Co., Cincinnati.
 Bingham, G. B., The Burrows Bros. Co., Cleveland.
 Hutchinson, V. S., Halle Bros. Co., Cleveland.
 Korner, H. V., The Korner & Wood Co., Cleveland.

Michigan

Galleshaw, Sara B., John V. Sheehan & Co., Detroit.
 Humphrey, Mary, Detroit Free Press, Detroit.
 LaBelle, Alfred J., Macauley Brothers, Detroit.
 LaBelle, Mrs. Alfred, Detroit.
 McKee, Walter V., J. V. Sheehan Co., Detroit.
 McKee, Mrs. W. V., Detroit.
 Macauley, Ward, Macauley Bros., Detroit.
 Macauley, Mrs. Ward, Detroit.
 Morris, Mrs. Anna S., J. L. Hudson Co., Detroit.
 Clarke, Bates E., Beecher, Kymer & Patterson, Kalamazoo.
 Jones, Wm. O., J. R. Jones Sons & Co., Kalamazoo.

From Across the Mississippi

Wirtz, Geo. O., Allsopp & Chapple, Little Rock, Ark.
 Downes, C. S., Associated Students Store, Berkeley, Calif.
 Gelber, Leon, White House, San Francisco, Calif.
 Morris, Belle C., San Francisco, Calif.
 Hotchkiss, John T., The J. K. Gill Co., Portland, Oregon.
 Hotchkiss, Mrs. John T., Portland Oregon.
 Wilson, Carl K., Archway Bookstore, Seattle, Wash.

CANADA

Brown, C. Foster, Foster Brown, Co., Limited, Montreal.
 Kerfoot, W. H., Kerfoot's Bookstore, Smiths Falls.
 Kerfoot, Mrs. W. H., Smiths Falls.

EUROPE

Lamm, Nils, Agence Générale de Librairie et de Publication, Paris.

The Bookdealers' Advertising

By Frederick D. Hartman

THE question of advertising for the book-seller is certainly debatable. Many a dealer has learned the lesson which has often cost publishers dearly—that the amount of advertising space necessary to sell an appreciable number of any one title may cost so much that to continue would inevitably mean disaster. It is not unusual for the advertising cost on a single title to approach fifteen to twenty per cent of the cost of manufacture of the entire edition.

To make the matter of retail advertising clearer, a short discussion of the basic principles underlying advertising is in order and a definition of the terms is convenient. We see no justification for the arbitrary divisions so frequently differentiating advertising and publicity. One well-known psychologist in writing on the subject refers to advertising as that type of publicity which is paid for. In the last analysis, so far as regards the distribution of any type of merchandise, there is very little publicity that cannot be traced directly to some form of paid advertising. One of the most profitable types of publicity a book may receive is a criticism appearing in the literary columns of some periodical—yet totalling the cost of review copies given annually by publishers this cost is by no means inconsiderable.

Wadsworth defines advertising as "consisting of any effort which has for its purpose the obtaining of distribution or demand for a commodity without personal solicitation." Again, Richardson in "Power of Advertising" defines it as (1) "Publicity work conducted on educational lines, aiming to make the name and merit of a commodity familiar to buyers thruout the advertiser's get-at-able territory, having made the selling points known, seeking to keep them fresh in the buyer's mind. (2) Printed salesmanship, telling the story of the goods in a dignified, convincing, yet interesting manner, in words easily understood, but containing no suspicion of exaggeration or in pictures that give faithful illustrations of the goods. (3) The gradual process of applying layer after layer of facts relative to quality and value to the public mind, so that, step by step, the impressions of goodness are strengthened and a confidence wall built round the product to the exclusion of competing brands."

The test to which all advertising copy is subjected is whether it has secured the attention—retained the memory and induced favorable action in enough persons to produce a large enough sale to pay for the cost of the

advertisement. It is needless to point out the reasons why it is impossible to estimate the actual results of advertising copy completely.

One fact which apparently is generally overlooked is the entire lack of uniformity of opinion among people regarding any one book. The success of any advertising depends ultimately upon the satisfaction expressed and felt by those individuals induced to buy a book after reading the advertisement. Let one present a given book to twenty different people, stating at the time that the book is a sound treatise on the Women of America, the chances are that after having read this book at least nineteen of the twenty will disagree with the description—and no two of these will estimate the book similarly. True, a majority of the twenty may have enjoyed the book and be glad to possess it, yet they will have no confidence in the estimate of the next book the recommender wishes to present.

There will be no exact uniformity of individual opinions if expressed on an article of merchandise—but a far greater number of people, after trying a cake of soap, will agree with the statement of the advertiser that "it's pleasing to the hands" than the number who agree that the above mentioned book is a "sound study of American women." This lack of uniformity in individual opinion is the one reason making it difficult to incorporate in advertising copy dealing with books that type of statement which will induce in the reader a decision leading to action. Lacking this characteristic, paid advertising space becomes expensive for book-dealers. Also, because of the very nature of books, the amount of space required to command the attention and interest of the reader adequately is very great. For example, a dealer might have a stock of even five hundred copies of a piece of first-class fiction, a book that derives no inconsiderable benefit from the publicity promulgated by the publisher. The margin on the lot would be not over four hundred dollars at the highest estimate and to move these in proper time might easily require two hundred dollars' worth of advertising which, when added to the dealer's overhead, would leave a net loss. It would be better for the dealer not to buy this advertising and sell only fifty copies of the book showing an actual profit.

One great handicap for the book-dealer is the difficulty in obtaining satisfactory clerks. A book clerk should be a Ph.D. and also have at least ten years' library experience and five years' business training, in addition to all

the qualifications of a diplomat. In analyzing the success and cause for the enormous clientele of the famous old French and English book-shops I can find no single factor contributing more than the high calibre of clerks available. This was largely due, at least in England, to the practice of requiring many years apprenticeship in the learning of a trade.

There was apparently a great earnestness exhibited by the young men in their occupation. The natural consequence then was that the clerks were all well-informed concerning the stocks in which they dealt and while, of course, there were not so many books at that time on which to be informed, yet the systems of cataloging and classification were much more tedious. In view of the clerks being so well-informed, their relations with the patrons were greatly strengthened, and the regular practice was for a book buyer to depend on his favorite clerk to inform him on all publications and more or less direct his purchases. In other words, the book clerk was the dealer's *advertising medium*. The most hopeful signs of the present for the book-dealer are the activities for the development of training courses for book clerks. I shall not discuss in detail here the development of personal advertisement for bookshops thru properly trained clerks but pass on to the impersonal type.

If the advertising space in stereotyped mediums is often too expensive to be of large practical use for book-dealers, then the next best thing is to develop a type of advertising that is less expensive. If it is too expensive to take one's advertising before the eyes of the public, does that necessarily mean that the public cannot be brought to read the advertising where it costs nothing to place it? This seems a somewhat absurd supposition and yet it has a practical foundation. Ten thousand people might pass their eyes over your advertisement in a paper and yet, considering the rush in which most newspapers are read, a very small per cent be moved to action—for it is practically impossible to show real urgency for immediate action regarding the purchase of the average book. However, if one hundred people can be brought into a favorable place to read an advertisement in which there is ample space to commend the attention and arouse the interest—desire—confidence of the reader, the per cent induced to action will certainly be larger—particularly since this experience is to occur in the advertiser's own shop. In short the hope of many book-dealers rests on the possibility of getting more people into their shops. There are various ways in which to do this. Herewith are listed a number of them. By having in the store—

- (1) Stamp and parcel post station.
- (2) Agency for theater tickets, etc.
- (3) Church notices and bulletin board.
- (4) Agency for advertisements in local papers.
- (5) Rest room.
- (6) Circulating library.

There are many other means to be sure of attracting people into a store, but these will serve as suitable illustrations. Such departments as these, if installed, should be operated efficiently if they are to be effective, otherwise their entire usefulness is destroyed. There are various little devices which can be adopted to lower the operating cost of these departments—such as having the stamp clerk sell picture post cards and other novelties. It ought to be borne in mind, however, that these departments are solely for advertising—or rather for procuring the public to canvass with publicity and the pleasant satisfaction which the public experience by the use of such departments should not be marred thru too apparent an effort to make them carry their own operating expense. The number of people who may be induced to enter a book store thru such means as described above, varies, of course, with the locality of the book shop, size of the city, number of other stores, etc. I have records supplied from twelve different shops where the number of people entering the store per day was increased from one to five hundred per cent by just such means as above described.

After getting the public into the book shop, the next step is to have the advertising copy properly written and distributed. The extent to which a book shop may be advantageously plastered with advertising notices is a debatable one. The same principles of aesthetics, however, do not apply to the advertising of books as to other types of merchandise. A certain amount of "literary informality" rather enhances the value of advertising copy of books. The advertising copy may display as many individual characteristics as the books themselves—and as this property of books forms the basis of one of their greatest attractions it is well to reflect it in the advertising copy. This is a most fortunate circumstance, for it enables the book-dealer to avail himself of hand printed advertising cards. By judicious and persistent use of this type of advertising, the dealer may supplement his clerical staff to good advantage.

The average individual is much more susceptible to a suggestion received in an impersonal way than otherwise. A man may come into a book shop to buy a stamp and read a sign announcing some new publications on gardening and indicating a shelf where these books may be examined without any obliga-

tion to purchase. If at all interested in the subject it is quite likely he will stop to examine the books and if he is not stimulated to purchase it is probable that the "missionary" groundwork will be laid in his subconsciousness, so as to render the next attack of advertising copy on his attention more effective. Now this same man could enter the store bearing the same latent potentiality for susceptibility to a purchase, and yet if approached by a salesman with an inquiry regarding his interest in gardening books, he would refuse to stop—and if the salesman persisted in this policy every time the man came to buy a stamp, he would soon stop coming in.

The potency of color, repetition, movement, etc., in winning the attention of the passers-by may be effectively used. The prolific use of clippings from reviews, personal notes about authors, informational sketches dealing with various details of printing and publishing, etc., may be most profitably displayed on bulletin boards and in show windows. The preparation and placing of such advertising material ought to be in the hands of one competent clerk who carefully watches the results of the different signs and records his copy.

One might continue at length describing the actual procedure of profitable "extension" work for the book-dealer, but this technique can best be perfected by each book-dealer for himself. The point the writer hopes to emphasize is that if display advertising of the standard type is too expensive to be practicable for a book-dealer to use, this does not alter the fact that advertising will increase his business and it is up to the dealer to supplement with some such type of advertising that will be economical and profitable.

Current Clippings

"IF," THE NEW PLAY by Lord Dunsany, which Putnams have just published in book form, will be produced on the New York stage this autumn under the management of Brock Pemberton. The play already has had a successful run in London.

J. BIDEZ has reported to the Royal Belgian Academy on the papyrus finds made at Benesch, about 120 miles south of Cairo. They are said to reveal the existence of a hitherto unknown tragedy by Sophocles and a number of lost works of Pindar. Another feature of curious interest is the discovery of pay rolls for manuscript copyists and other clerks of the second century.

GEORGE BERNARD SHAW is always lecturing, preaching or scolding. But give him credit—he stays in England to do his lecturing. —*Life*.

University Presses

Growth in Numbers and Importance

"UNIVERSITY Presses are comparatively new in this country," writes Paul G. Tomlinson of the Princeton University Press. "The oldest and also the largest is the University of Chicago Press, founded in 1892. In that year it issued two books and a few pamphlets. Its volume of business now amounts to three-quarters of a million dollars a year and its list of titles totals over nine hundred. This press, with the Princeton, Harvard, Johns Hopkins, and Yale Presses, is probably the most important of these enterprises in the United States. Many other Universities and Colleges are eager to be represented by Presses, however, and every little while institutions write for information about our organization and plant to guide them in their plans for a Press of their own.

"Sometimes the University Press is an integral part of the University; sometimes it is a separate and distinct organization. The University of California Press is an administrative department of the University. The Harvard University Press is a department of Harvard University; so it is at Johns Hopkins. At Yale, the University Press is an independent corporation, with stock control in the hands of Yale University. The Princeton University Press was founded in the interests of Princeton University and of scholarship, but has no corporate connection with the University.

"The importance of the work which a University Press can do is becoming better recognized in this country as time goes on. Rome was not built in a day, nor can any sound business enterprise hope to start full grown. Here at Princeton we are building for the future. We have definite plans as to what that future is to be, and after seventeen years of experience feel that we are now in a position to put some of these plans into execution.

"The Cambridge University Press in England is 401 years old. The Oxford University Press is celebrating its 468th birthday this year. Recently we had the pleasure of a visit from Mr. Humphrey Milford, President of the Oxford Press, and in the course of a conversation someone remarked that the Oxford University Press is certainly an important part of Oxford University. 'My dear man,' said Mr. Milford, 'it is Oxford University.'

"We neither hope nor plan to be Princeton University. But we do plan, and confidently expect, to lay the solid foundation of an enterprise which in time will be second in importance to nothing in any way connected with the name of Princeton.

Reminiscences of a Book Scout

By Joseph Jewett Barton

X. He Sat Beside the Embers

I HAVE a canny old Scotch friend who lives out in West Jersey. He is connected with a large library, and can get away only on Saturdays to prow around the country picking up book bargains.

So, once in awhile I get a letter from him, as I did last winter. It ran to the effect that he had received several notes from a lady, widow of a half-baked poet who was the brother of a well-known author, tho, hardly of the first rank. She had books to dispose of; A.—said he couldn't possibly get away to see them, but if I would go see her, and got anything in which he was interested, and sell it to him at a fair price, he would be satisfied.

Sounds reasonable, doesn't it; just as tho he was doing me a favor? Well, the truth of it is that A. is about fifteen or more years older than I am, and he doesn't like cold weather nor the disagreeable job of digging books out of the dust and the cobwebs. He likes in cold weather, to go into a nicely lighted, well-heated, orderly bookshop, and right on a shelf on a level with the eyes, no stooping nor straining, pick up a ten or twenty dollar item for fifty or seventy-five cents; who doesn't? But how often does this happen nowadays? Less than ten years ago it could be done around here, but not now.

Some alluring prospect—widow lady, old, of a literary family, must dispose of her books; there ought to be presentation copies, manuscripts and friendly notes from contemporary authors, and everything.

She lived about a mile from the car line, right up a long hill in the face of a northwest wind, and it was awfully cold. Big white house, green blinds and a lot of open country, and nobody was at home.

I tried it again in a couple of days, and found the widow lady, also her genial sister; they assured me they hadn't been out of the house in several weeks, but probably were in the kitchen when I had called before, and had not heard me ring. Yes, Mr. A. had written her I would call, and the books were in the attic, thousands of them. I had been cold, but that little speech of hers, "Thousands of books in the attic" caused such a glow, that I took off my overcoat and announced I was ready to look at them.

Up a long, narrow stair I got to the attic; after a cursory inspection my temperature went down so fast that I got back to the

kitchen, put on my overcoat, my overshoes, and wished for thicker gloves and a muffler. The late deceased was no Ballinger with a discriminating eye for worthy literature. He had evidently bought mainly from ten-cent stands, and naturally he had ten-cent books or worse. Yes, there were thousands, and I felt that I must look at them all, as he might have bought a good one by accident. I found a soap box for a seat, pulled it over near a window, grabbed an armful of books and went at it. There was a big, wooden water tank in the attic and the flying blades of a windmill in a northerly breeze trickled a stream, monotonous and lulling. One might have slept nicely under its influence, if it hadn't been so darn cold.

The inclination for poesy permeated the whole collection. Poems and near-poems of early and late vintages, but none that anybody wanted. I ran across an effusion by the late owner which commenced,

"By glowing embers in the lone December,
I sit me dreaming of the dreamy past"

and me sitting on a soap box, in December, in his old cold attic, working.

At noon Mrs. C. came up and said "Won't you have some lunch with us" and the soup was hot and the goulash was tasty, and I was hungry and I ate and ate; and I smoked in the attic.

All afternoon I toiled until I could see no longer, then gathering up the few selected, I went below and announced that I would finish tomorrow.

When I reached home I sat down and wrote a few lines to my friend A. and said that I duly appreciated his efforts in my behalf, but he had a poor lot of friends, and he wasn't going to get anything out of this lot. A. wrote me eventually in answer to this, that he could imagine what it was like, because he had been thru another hoard of C.'s which he had left in Trenton or Camden or some place down there. (The foxy old bushwhacker.)

I didn't want to go back on the following day, it looked so hopeless, such a waste of good time, but I had promised to come and I went. Before noontime I had finished, except a lot of paper-back novels behind the chimney. I stood looking at them in disgust and then said to myself, well, while you are at it, do the job thoroly; and in the last stack, the third volume from the bottom, was "The Raven and other Poems, by Edgar A. Poe, New York and Lon-

don. Wiley and Putnam, 161 Broadway; 6 Waterloo Place. Price thirty-one cents," the first edition in the original printed wraps, uncut, and unopened. Did I immediately sit down when I got home and write A. about the Poe, or did I not?

Mrs. C. told me it had been her husband's habit for many years to spend all his spare time and money in second-hand book shops. He had told her that if he did not go into the business himself, at any rate what he had bought, in years to come would be of great value, far exceeding such life insurance as he could procure for the same amount of money. Why did it fall to my lot to tell the poor old lady the truth? As for C., either thru perversity or ignorance, he had kept all that junk for many years (the Poe was a mistake) depriving some reputable paper mill of its natural toll.

He sits beside the embers.

College Graduates as Booksellers

THE *Book Scorpion*, "a galley proof published monthly irregularly by the Hampshire Bookshop," has, in the issue dated March, an editorial on the necessity of the college graduate in bookselling which is very interesting. It says in part:

"The most interesting proposition at present is to start your own bookshop after you have had rigid training in business affairs (including accounting) and some library training, if possible. Practical experience in selling is essential to success, for you may love books and may know all the other things in connection with the book business, but if you cannot sell your favorite authors to suspecting and unsuspecting persons, you are not going to have anything more than a browsing room! Book ownership is the essential thing in every bookseller's life. They believe whole-heartedly that it is necessary to existence as a rock to a barnacle.

"The book business is crying aloud for men and women with a background of college training and a life behind them which has been spent in close contact with books of all descriptions: in brief, it wants the habitual reader from the age of 6, not the people who only read when they are sick! It wants young people of broad interests who can get as excited about Murray's 'Rise of the Greek Epic' as Belloc's 'Cautionary Tales for Children' or Brett Young's 'Marching on Tanga' or Thomson's 'The Biology of the Seasons.' The book business demands a knowledge of all languages and all arts, for the more critical ability you have, the better you will be able to choose your stock and sell it, as on the whole, there are few good books that sell themselves. Resourcefulness and ingenuity are found in all successful booksellers, nothing you have ever done will come

amiss! There is no business that has more vital interest or variety than selling books, for by it you are influencing one way or another all persons with whom your shop comes in contact. It should be an educational institution, the bookshop, to even a greater degree than a library and has become so in certain instances.

"The *Book Scorpion* has observed that in the larger stores the salary standard is low and does not offer sufficient opportunity at the present moment for college trained men or women, but this must change and one way to make it change is to demonstrate in small shops what an increase of business is awaiting the large bookshops with a change in policy. Cheap help is not helping the book business but retarding its development. Here lies the chance for one of the most interesting and pleasant jobs in the world, for there is no talent that cannot find an outlet for expression. The methods of book distribution run so far short of modern business efficiency that here again is a fascinating problem to solve in your own ingenious way.

"No person who has not been a habitual reader, who lacks a head for business, who has not had a college education or its equivalent, who is not resourceful, ingenious and of an inventive turn of mind, or who lacks a sense of humor should go into the profession of book-selling, even if he loveth a book to the binder's board!"

Collected Works of Ambrose Bierce

The life of Ambrose Bierce as an author was not a pleasant one. Altho there was a small circle that was warmly appreciative of his work the great public and publishers passed him by. In 1909 the Neale Publishing Company of New York and Washington printed the first volume of his "Collected Works" in a handsome subscription edition and three years later brought the enterprise to completion. The set now contains twelve volumes, and one who cares for Bierce's writings is limited to this edition because many of his books are out of print and these volumes contain much that was never printed in book form before. The mysterious disappearance of Bierce several years ago left his affairs without direction and this edition of his works sold slowly. Thomas & Eron, 34 Barclay Street, have purchased the few remaining sets, bound them attractively, and are selling them to the trade and private customers at a moderate price. One of these days we shall have a biography of Bierce and then there will be new interest in his personality and writings. When that time comes the chances are that his books will be very much in demand and very hard to procure.

Communications

AMY LOWELL PROMOTED

4 Park Street,
Boston, Mass.

April 21, 1922.

Editor, PUBLISHERS' WEEKLY:

In reprinting the *Vanity Fair* table of critical values, you have done an injustice to Miss Amy Lowell by incorrectly giving her a mark of —16.1 instead of .7.

Won't you correct this in your next issue, as it would be too sharp a touch of irony—even in this outburst of critical confusion—to have at the end of the line a name so synonymous with the best in contemporary poetry?

Very truly yours,

HOUGHTON MIFFLIN COMPANY.

EDITORIAL NOTE—The table of critical values as it appeared in *Vanity Fair* was alphabetical. The table as it appeared in the PUBLISHERS' WEEKLY was arranged numerically, i. e., the person receiving the highest vote appeared at the top of the list. Unfortunately the black mark which belonged to Henry Cabot Lodge was given to Amy Lowell. Amy Lowell's mark should have been, as the above letter points out .7 and Henry Cabot Lodge should have been —16.1 instead of —9.3.

THE BINDING SITUATION

Editor, PUBLISHERS' WEEKLY:

Some weeks ago we noticed an article in the Weekly regarding the necessity for better binding of books. Just in this line we should like to speak of an incident in our business. Not having had repeat orders for one of our text books used in a high school, we investigated to see if it was still being used. The binding of the book was so strong, the teacher said, that altho the books had been in use for eight years no replacement had been necessary.

This is undoubtedly a fine recommendation for our books, but it does not create a rapid turnover.

Yours very truly,
WHITCOMB & BARROWS.
MARY BARROWS.

Unexpected Co-operation

OF the many signs of earnest co-operative help that came to hand during Religious Book Week, one of the most unusual is a clipping from the *Utica Observer*, a 2-column advertisement of Alfio S. Troga, undertaker. The text of this advertisement reads:

"The inexhaustible resources of knowledge and power to be found in books cannot be estimated. Too few persons realize the stimulation and power of intelligence to be gained by reading good books. To promote the reading of religious books and to guide the serious booklover in selection, this week, April 2nd-

8th, has been designated as Religious Book Week. The National Association of Book Publishers and the public libraries are co-operating in this movement. The Troga Funeral Service, non-sectarian, desires to play its part in a campaign of such wide helpfulness."

Prize for Essay on Frost

THE American Library in Paris, of which W. Dawson Johnston is librarian, has offered a prize to students in the course in contemporary American poetry, in the University of Strasbourg, for the best essay on a subject selected by them. The subject selected by them is "The Poetry of Robert Frost."

Business Notes

SAN DIEGO, CALIF.—James H. Dougherty has moved to 1235 Fourth Street, where he has opened Dougherty's Catholic Book Store.

NEW YORK CITY—The Hidden Bookshop, 9 New Street, 74 Broadway, formerly a branch shop of The Sherwood Bookstore, is now conducted by Miss Rumani McManis, who was engaged as an Army Librarian during the war.

NEW YORK CITY—The Darbon-Ainé moved May 1 to 561 Madison Ave., between 55th and 56th Streets.

THE DALLES, ORE.—I. C. Nickelsen has sold his book business to E. F. Cramer and Albert L. Gates.

TERRE HAUTE, INDIANA. L. D. Smith has sold out his bookstore to Isaac Craft who continues it in the same location.

WAUKEGAN, ILL.—Allen & Co. have purchased the book and stationery business formerly owned by Frank H. Butler, at 137 North Genesee Street.

Personal Note

FRANK S. SMYTH, manager of the Wana-maker Book Store, New York, has resigned after fourteen years' service. His connection with the trade includes a similar period with the old firm of Leggat Brothers.

Rare Books, Autographs and Prints

THE current catalog of the Aldus Book Shop is devoted entirely to first editions of modern American and English authors.

The Royal Charter of Trinity Church granted by William III has been on public exhibition in the chantry during the recent celebration of Trinity's 225th anniversary.

An exhibition of first editions, presentation copies, autograph letters, manuscripts, portraits and other material concerning the poet Shelley, in commemoration of the one-hundredth anniversary of his death, are on view at the Grolier Club.

The Senefolder Club of London, which numbers some twenty-five English lithographers, among them C. H. Shannon, Frank Brangwyn, Augustus John and John Copley, will hold their first New York exhibition at the Brown-Robertson Galleries beginning May 17 and following the international exhibition of wood engraving.

Edgar H. Wells & Co., the new firm of rare book dealers at 41a East 47th Street, have issued their second catalog, containing author's manuscripts, first editions of modern American and English authors including Kipling and Stevenson, Cruikshankiana, colored plate books and a few items of early English literature.

The library of a "well known amateur" consisting of first editions of American and English authors, Cruikshankiana, a few items of rare Americana, and desirable miscellaneous books with some additions, and, also, engravings and framed prints and genealogical books in a separate alphabet, will be sold at the Anderson Galleries May 22 and 23.

Plans are already under way to celebrate the one-hundredth anniversary of the death of Goethe with appropriate dignity. The most important work to be undertaken in this country will be a series of studies published under the direction of the Modern Language Association with Professor Carl L. Schrieber of Yale as editor. He will have at his disposal the William A. Speck collection of Goetheana housed in the Yale Library, the official support of the Modern Language Association and the cooperation of many interested in the proper recognition of the anniversary.

Dr. George Watson Cole, librarian of the Henry E. Huntington library, has issued "Bibliography—A Forecast," contributed to the Papers of the Bibliographical Society of America, in separate form. The conclusion reached by Dr. Cole is that special attention in the future must be given to comparative bibliography in which every edition of a work, so far as possible, will be located and exact description of each copy given. The initial step is the preparation of check lists and the second is to secure the cooperation of every library owner so listed.

Stevenson first editions, from the rarest to the most common are still advancing in price in England. Three recent London booksellers catalogs listed the first edition of "New Arabian Nights"—one, an ex-library copy, at £75; a "clean copy" at £85; and "a remarkably fine copy" at £95. Evidently the £100 mark will be reached shortly. Many of the shaken and soiled copies are going thru the binderies and coming out gorgeously dressed in fine leather and rich with elaborate gold tooling for which a fancy price is asked. Discriminating collectors are still insisting on "original cloth" in "pristine condition" for which they are not over particular as to price.

Dayton C. Miller, of the Case School of Applied Science, Cleveland, Ohio has just privately printed a "List of Works Relating to the Flute, with annotations" in his collection. In addition to the items in this list his library contains several hundred works on music and acoustics in general and about 2,500 titles of musical compositions for the flute and the flute in combination with other instruments. He has also added portraits and autographs of flutists, flute makers' catalogs and miscellaneous newspaper clippings. He says "I hope one result of the issuance of this list will be to bring information which will enable me to secure other works on this subject which are now missing. When the list is more complete, if it proves of sufficient interest, it may be made more generally available."

Thomas F. Madigan in a foreword to one of his catalogs has this to say for the collecting of autographs of famous men and women: "Between the present and the past there exists no more intimate personal connection than an autograph. The hat that Napoleon wore depends upon documentary proof for the acceptance of its genuineness. No man now living

saw him wear it. But an autograph is self-proving. An autograph letter is the vital product of the hand, always of the mind of the writer. Men of fearless hearts, of splendid talents, of devoted action and incorruptable integrity, in days remote and long past, live and breathe again in the time stained sheets they handled and on which they inscribed their thoughts."

Among the framed autograph letters on exhibition recently in the attractive window of the Autograph Shop of Thomas F. Madigan was a war letter written by Washington at a very crucial moment. It was dated January 26, 1778, two days before the Battle of Monmouth. He was at that time manoueuering for advantageous position in which to attack Gen. Clinton who was fleeing from Philadelphia heavily encumbered with baggage. The letter was written to Col. John Neilson whom he informs that he shall rely upon "to advise me constantly of the enemy's situation. It is essential for me to know where they encamp each night and the extent of their encampment, at what hour they march, the length of their line, their halting places, in fine every particular that may assist me in forming my plans. And he also instructs Col. Neilson that "if you find it impracticable to gain the enemy's front, as was intended, the next best thing is to fall on one of their flanks or rear as opportunity may offer and give all the annoyance in your power." Four scarce and unusual portraits of Washington are framed with this letter making an item for the library that any booklover might be proud to own. F. M. H.

40 BOOKS FOR \$10

Send me ten dollars and I will send you, prepaid, forty different books of a published value of at least fifty dollars, selected from the thousand titles I have published during the last twenty years. If you are not delighted, return the books and I will refund the money.



MITCHELL KENNERLEY
489 PARK AVENUE, NEW YORK

HENRY GEORGE & BARRON

16-20 Farringdon Avenue
London, E. C. 4, England

London Agents for American Booksellers
and Universities

Are YOU represented?

Write for Terms!

LIBRAIRIE J. TERQUEM

1, RUE SCRIBE, PARIS

Export Booksellers and Bookbinders
Agents for Universities, Public Libraries and
Institutions in America

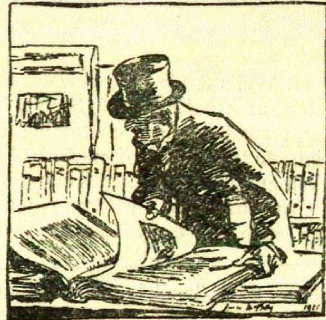
Special ability for second-hand items

Correspondence solicited

Just Received! April Issue

THE BOOKMAN'S JOURNAL AND PRINT COLLECTOR

MONTHLY
2/- net



April.

Vol. VI., No. 7.

Special Features
include

A Shakespeare Forgery

Henry Raeburn: His Portraits
of the Age of Panoply
(with reproductions in color)

Adorning the Library

Dickensiana in America

An International Magazine published
monthly in the interest of Book and
Print Collectors. Six dollars a year.

Single Copies—50 cents

R. R. Bowker Co. 62 W. 45th Street
New York

The Weekly Record of New Publications

THIS list aims to be a complete and accurate record of American book publications. Pamphlets will be included only if of special value. Publishers should send copies of all books promptly for annotation and entry, and the receipt of advance copies insures record simultaneous with publication. The annotations are descriptive, not critical; intended to place not to judge the books. Pamphlet material and books of lesser trade interest are listed in smaller type.

The entry is transcribed from title page when the book is sent for record. Prices are added except when not supplied by publisher or obtainable only on specific request. When not specified the binding is cloth.

Imprint date is stated [or best available date, preferably copyright date, in bracket] only when it differs from year of entry. Copyright date is stated only when it differs from imprint date; otherwise simply "c." No ascertainable date is designated thus: [n. d.]

Sizes are indicated as follows: F. (folio: over 30 centimeters high); Q (4to: under 30 cm.); O (8vo: 25 cm.); D (12mo: 20 cm.); S (16mo: 17½ cm.); T (24mo: 15 cm.); Tt. (32mo: 12½ cm.); Ff. (48mo: 10 cm.); sq., obl., nar., designate square, oblong, narrow.

Adams, Adeline [Mrs. Adeline Valentine Pond]

The Amouretta landscape, and other stories. 248 p. D c. '22 N. Y., Houghton, Mifflin \$2

Short stories about painters and sculptors, their assistants, models and families by the wife of a sculptor.

Adams, James G.

Review of the American forces in Germany. 442 p. front. (por.), pls., (part fold.), tabs. S '21 Brooklyn, N. Y., [Author], 1189 E. 24th St. \$1.50

Allen, Hervey

The bride of Huitzil; an Aztec legend; [pr. by William Edwin Rudge; typography by Bruce Rogers; decorations by Bernhardt Wall]. 3+34 p. il. O '22 N. Y., James F. Drake, Inc., 4 W. 40th St. \$4 [350 copies, autographed]

Alvarez, Walter Clement

The mechanics of the digestive tract. 12+192 p. (23 p. bibl.) il., diagrs. O '22 N. Y., Hoeber \$3.50

Ayscough, John, pseud. [Francis Browning Drew Bickerstaffe-Drew]

Pages from the past. 244 p. D '22 N. Y., Longmans, Green \$2.50

Autobiography of the English author from the Crimean war to the present day.

Bailey, Frederick Randolph and Miller, Adam Marion

Text-book of embryology; with 503 illustrations. 16+663 p. (bibl. ends of chaps.), il. O '21 N. Y., W. Wood \$6

Ball, C. J.

The book of Job; a revised text and version; with preface by C. F. Burney. O '22 N. Y., Oxford Univ. Press \$6

Barnum, Richard

Shaggo, the mighty buffalo [personal adventures of a buffalo on the Western plains]; il. by Walter S. Rogers. 128 p. il. D (Kneetime animal stories) c. '21 Newark, N. J., Barse & Hopkins 75 c.

Beck, L. Adams

The ninth vibration, and other stories. 313 p. D c. '22 N. Y., Dodd, Mead \$2

Eight stories of India and China, which appeared originally in *The Atlantic Monthly*, *Asia*, and the *Japanese Grasshopper*.

Belloc, Hilaire, i. e., Joseph Hilaire Pierre

The Jews. 19+308 p. O ['22] N. Y., Houghton Mifflin \$3

The thesis of the book; The Jews are an alien body within the society they inhabit—hence irritation and friction; the author's solution is in a friendly segregation, i. e., recognition on both sides of a separate Jewish nationality.

[Billiard, Marie Rose Julie]

The educational ideals of Blessed Julie Billiard, foundress of the Congregation of the Sisters of Notre Dame of Namur; by a member of her congregation; tr. from the French. 61 p. (1½ p. bibl.) D '22 N. Y., Longmans, Green pap. 75 c.

Bingham, Eugene C.

Fluidity and plasticity. 435 p. il. O (International chemical ser.) '22 N. Y., McGraw-Hill \$4

Bolland, William Craddock

The general eye; lectures delivered in the University of London at the request of the Faculty of laws; with an introd. by Harold Dexter Hazeltine. 14+98 p. (bibl. footnotes) D '22 N. Y., Macmillan \$2

The justices of the general eye were concerned but little with the administration of justice, their primary task being the getting of money into the king's exchequer.

Bolton, Theodore

Early American portrait painters in miniature. 10+180 p. front., pors. O c. '21 N. Y., F. F. Sherman, 8 W. 47th St. \$10.25 [300 copies]

Broster, D. K.

The yellow poppy [a romance of the treasure of Mirabel]. 439 p. O '22 N. Y., McBride \$2

An historical romance of the last days of the French Revolution.

Almanach de Gotha; annuaire généalogique, diplomatique et statistique; 159e année. 24+1140 p. tabs. T '22 [N. Y., Lemcke & Buechner] \$3

Bennett, Ray H., Lumber Company, Inc.

Bennett homes, better-built, ready-cut. 72 p. il. plans Q c. '22 North Tonawanda, N. Y., [Author] gratis

Browne, Rev. Henry

The Catholic evidence movement; its achievements and its hopes. 236 p. D '22 N. Y., Benziger \$2

Cambridge (The) medieval history; planned by John B. Bury; ed. by H. M. Gwatkin and others; v. 3, Germany and the Western empire. 39+700 p. (bibl. 572-645, bibl. footnotes) chron. tab., maps, col. maps. O '22 N. Y., Macmillan \$7

Child, Charles G.

Sterility and conception. 222 p. O (Gynecological and obstetrical monographs; 10 v.) [c. '22] N. Y., Appleton \$40 set [subs. only]

Cleghorne, William Show Hamilton

Farm buildings and building construction in South Africa; a text-book for farmers, agricultural students, teachers, builders, etc.; with a foreword by F. B. Smith; 2nd ed.; 1st ed., '16; with diagrs., and six fold. pls. 24+349 p. front. (plan), fold. plans, fold. diagrs., il., tabs. Q '22 N. Y., Longmans, Green \$8

Clemens, Samuel Langhorne [Mark Twain, pseud.]

The mysterious stranger and other stories. 323 p. front. D c. '22 N. Y., Harper \$2
The Mysterious Stranger, a story of the supernatural, expresses Mark Twain's real philosophy of life; the other stories run the whole gamut of the author's humorous moods.

Coleman, Satis N.

Creative music for children; a plan of training based on the natural evolution of music, including the making and playing of instruments; dancing—singing—poetry; with 48 illustrations [introd. by G. Stanley Hall]. 16+220 p. front., pls. O c. '22 N. Y., Putnam \$3.50

In her book Mrs. Coleman has embodied the idea that the development and therefore the training of the child in music should recapitulate that of the race.

Cresswell, Ernest J. J.

Sponges; their nature, history, modes of fishing, varieties, cultivation, etc. 7+126 p. front., il. D (Pitman's common commodities and industries) [n. d.] N. Y., Pitman \$1

Crow, Carl

The travelers' handbook for China (including Hongkong); with 9 maps and plans and numerous il.; 3rd ed., rev. thruout. 5+314 p. front, il., col. fold. maps, col. fold. plans D [n. d.] N. Y., Dodd, Mead \$4

Cunningham, Joseph Thomas

Hormones and heredity; a discussion of the evolution of adaptations and the evolution of species. 20+246 p. (bibl. footnotes) col. pls., diagrs. O ['21] N. Y., Macmillan \$6

Edgar, William C.

Rhymes of a doggerel bard; as they appeared in the Northwestern Miller, the Bellman, and elsewhere. 7+116 p. S '21 Minneapolis, Minn., The Miller Pub. Co. \$2

Edwards, Harry Stillwell

Eneas Africanus, defendant. 3+40 p. S '21 Macon, Ga., The J. W. Burke Co., 406 Cherry St. pap. 50 c.; bds. 75 c.; ooze \$2.50

Ehrenfest, Hugo

Birth injuries of the child. 221 p. O (Gynecological and obstetrical monographs; 10 v.) [c. '22] N. Y., Appleton \$40 set [subs. only]

Firth, Violet M.

The machinery of the mind. 98 p. D c. '22 N. Y., Dodd, Mead \$1.25

Aims at the planting of certain fundamental concepts in untrained minds as a basis for the study of the problems of every-day life.

Fitzroy, Sir Almeric William

Henry Duke of Grafton; 1663-1690; Vice-Admiral of England and Lieutenant of the admiralty, navies and seas of England, master of the Trinity House, Colonel of the 1st regiment of foot guards. 10+97 p. front. (por.), pls. O '22 N. R., Holt \$2

Fosdick, Raymond Blaine, and others

Criminal justice in Cleveland; reports of the Cleveland foundation survey of the administration of criminal justice in Cleveland, Ohio; dir. and ed. by Roscoe Pound and Felix Frankfurter. 27+729 p. (6½ p. bibl.) front., pls., il., tabs., diagrs., facsm. O [c. '22] Cleveland, O., The Cleveland Foundation \$3.75

Fowler, Nathaniel Clark, jr.

1000 things worth knowing; rev. ed. 205+13 p. tabs. D [c. '13-c. '22] N. Y., Sully \$1.25

Frank, Robert T.

Gynecological and obstetrical pathology. 536 p. O (Gynecological and obstetrical monographs; 10 v.) [c. '21] N. Y., Appleton \$40 set [subs. only]

Frazer, Perry D.

Amateur rodmaking; illustrated. 220 p. il., diagrs. D c. '14-'22 N. Y., Macmillan \$1
This book was published in 1914 by the Outing Pub. Co.

Fuess, Claude Moore and Stearns, Harold Crawford, comps.

The little book of society verse. 23+355 p. S c. '22 Bost., Houghton Mifflin \$1.75

Goldberger, Henry Harold

Advanced English for coming citizens. 230 p. pl., il. D c. '21 N. Y., Scribner \$1

DeLancey, Caroline

A desk book on correct social correspondence and the etiquette of social stationery. 150 p. forms T [c. '22] N. Y., Eaton, Crane and Pike Co. 225 5th Ave. bds. apply

Emch, Arnold

Mathematical models. 8 p. O '21 Urbana, Ill., Univ. of Ill. pap. 15 c.

Grimm, Albert Friedrich Wilhelm, [Alfred Ira, pseud.]

Unter uns; intime episoden und aneddoten aus dem leben und wirken der klerikalen. 198 p. D c. '21 Antigo, Wis., Antigo Pub. Co. \$1.50

Grey, Zane

Wildfire. 320 p. front., plss. D (Popular copyrights) [c. '16] N. Y., Grosset & Dunlap 75 c.

Goodspeed, Thomas Wakefield

The University of Chicago biographical sketches; v. 1. 9+393 p. front. (por.), pls. O Chic., Univ. of Chicago Press. \$3

Biographies of American business men, written in remembrance of the benefactors of the University of Chicago.

Groner, Augusta and Colbron, Grace Isabel, tr.

The lady in blue; a Joseph Muller story. 304 p. D c. '22 N. Y., Duffield \$1.75

A detective story by the author of "Joe Muller, Detective." Here Muller meets with a new situation of mystery and crime and solves it in a surprising way.

Gwynn, Stephen Lucius

Garden Wisdom; or, from one generation to another; with a front. by Grace Henry [philosophical essays]. 7+149 p. front. D '22 N. Y., Macmillan \$2.25

Hall, Granville Stanley

Senescence; the last half of life [introd. by the author]. 26+517 p. (bibl. footnotes) O c. 22 N. Y., Appleton \$5

The problem of age presented from every conceivable viewpoint; this book forms a complete answer to the question, "What is it to grow old?"

Hamilton, W. H.

John Masfield; a critical study. 151 p. (2½ p. bibl.) D ['22] N. Y., Macmillan \$1.75

Hammond, Edward K.

Production milling; a treatise dealing with the methods employed in progressive American machine shops for obtaining quantity production on various types of milling machines. 8+278 p. il., diagrs. O '21 N. Y., Industrial Press. \$3

Hapai, Charlotte

Legends of the Wailuku, as told by old Hawaiians and done into the English tongue [by the author]; il. by Will Herwig. 54 p. front., il. D c. '20-c. '21 Honolulu, Hawaiian Islands, The Charles R. Frazier Co. \$1.75

Hawkes, Clarence

Pep; the story of a brave dog. 125 p.

front., il. D (Bradley quality books) [c. '22] Springfield, Mass., Milton Bradley Co. \$1

Hawley, Mabel C.

Four little Blossoms through the holidays; il. by Robert Gaston Herbert. 186 p. front. (col.) D [c. '22] N. Y., Sully 75 c.

A tale for younger children.

Hayes, Nancy M.

The book of games. 144 p. il., pls. Q (First books for little people) '21 N. Y., Sully \$1.50

Hayward, William R., and Price, Isaac

Progressive problems in bookkeeping and accountancy. 8+149 p. D c. '22 N. Y., Macmillan 80 c.

Holmes, Edmond Gore Alexander

Give me the young. 5+148 p. (bibl. footnotes) D ['22] N. Y., Dutton \$2

Partial contents: Compulsory idealism—its failure in Germany; Compulsory idealism—its failure in Christendom; the cult of individuality; Religious training; Social reconstruction.

Homebuilder's plan book; a collection of architectural designs for small houses submitted in competition by architects and architectural draftsmen in connection with the 1921 Own Your Home Expositions, New York and Chicago. 84 p. il., plans Q c. '21 N. Y., Architects' Supply and Pub. Co. \$2

How to make things electrical; tells how to make all sorts of electrical appliances for pleasure or profit, written in plain English so anyone may understand it; it is divided into five main sections entitled: simple electrical things for the home; new applications of electricity; kinks for the practical electrician; useful electrical devices; electrical ideas for radio enthusiasts. 12+427 p. il., diagrs., tabs. D [c. '22] N. Y., U. P. C. Bk. Co. \$2.50

Hunter, Merlin Harold

Outlines of public finance. 18+533 p. (bibl. ends of chaps.) tabs., diagrs. O c. '21 N. Y., Harper \$3

Jones, Rufus Matthew

The remnant. 163 p. D (The Christian revolution series; v. 8) ['22] N. Y. Doran \$2

A study of "remnants" in the history of the Church, e.g., the Montanists, the Franciscans, the Quakers; first pub. 1920.

Hertzog, Walter Scott

State maintenance for teachers in training. 3+146 p. (2 p. bibl.) tabs. diagrs. D c. '21 Balt., Warwick & York \$1.60

Illinois University

Questions set at the examinations of candidates for the certified public accountant of Illinois, 1903-1918. No paging O '21 Urbana, Ill., Univ. of Ill. \$1.25

Institute of International Education

Guide book for foreign students in the U. S. 97 p. (1 p. bibl.) fold. tab. fold. map O '21 N. Y., The Institute of International Education, 419 W. 119th St.

Kent, Ronald Wilson

Elementary lessons in d. c. instruments and batteries. 125 p. il. pors. diagrs. O c. '21 Minneapolis, Minn., Press of the Dunwoody Institute pap. \$1

Kinsman, Delos Oscar

Essentials of civics; [3rd ed., rev.] 319 p. (bibl.) il. D c. '21 Appleton, Wis., The College Press bds. \$1.15

Koo, Nee Sun

An investigation of the one-hinged steel arch and its comparison with other types. 17 p. diagrs. Q c. '21 Ithaca, N. Y., Cornell Civil Engineer Magazine pap. gratis

Kelland, Clarence Budington

Catty Atkins—sailorman. 229 p. front., il. D [c. '22] N. Y., Harper \$1.60

Catty Atkins and Wee-wee Moore on the sea in quest of a new kind of buried treasure.

Knox, Dudley W.

The eclipse of American sea power. 10+140 p. fold. map, col. fold. map, tabs. D [c. '22] N. Y., Am. Army and Navy Journal, Inc. \$1.50

Capt. Knox presents his version of the Conference from the American point of view, relating facts not given publicity at the time.

Kosmak, George W.

Toxemias of pregnancy. 232 p. O (Gynecological and obstetrical monographs; 10 v.) [c. '22] N. Y., Appleton \$40 set [subs. only]

Lamborn, Edmund A. Greening

Expression in speech and writing. 120 p. O '22 N. Y., Oxford Univ. Press \$1.50

Lee, Jennette Barbour Perry [Mrs. Gerald Stanley Lee]

Uncle Bijah's ghost. 187 p. D c. '22 N. Y., Scribner \$1.50

Lynch, Frank W.

Pelvic neoplasms. 432 p. il. O (Gynecological and obstetrical monographs; 10 v.) [c. '22] N. Y., Appleton \$40 set [subs. only]

McCollum, Emer Verner

The newer knowledge of nutrition; the use of food for the preservation of vitality and health; 2nd ed., entirely rewritten. 18+449 p. (bibl. ends of chs.) tabs., il., pls., chartss O c. '18-c. '22 N. Y., Macmillan \$3.80

McKay, Claude

Harlem shadows [verse]; with an introd. by Max Eastman. 21+95 p. D [c. '22] N. Y., Harcourt, Brace \$1.35

A significant expression in poetry by a pure blooded Jamaican Negro.

Marquand, J. P.

The unspeakable gentleman. 265 p. front. D c. '22 N. Y., Scribner \$1.75

A romance of action arising from a plot against Napoleon; a succession of thrilling incidents, in the course of which there develops the character of the Unspeakable Gentleman.

Loomis, William Warner

Newspaper law; a digest of court decisions on commercial and legal advertising, subscriptions, contracts, official papers, libel, lotteries, contempt and copyright, classified and indexed for quick reference. 112 p. D c. '21 La Grange, Ill., The Citizen Pub. Co. \$1.50

Mackey, Albert Gallatin, [1807-1881]

Mackey's symbolism of freemasonry; its science, philosophy, legends, myths and symbols, rev. by Robert Ingham Clegg; [in 7 vols.] 14+369 p. front. (por.) il. O c. '21 Chic., The Masonic History Co., 225 N. Michigan St. \$56

Metternich, Princess Pauline

The days that are no more; some reminiscences. 191 p. front. (por.), pls. O ['22] N. Y., Dutton \$5

Princess Metternich, the granddaughter of the great Austrian diplomat, Metternich, was for many years one of the best hated and best loved women at the splendid court of Napoleon 3rd.

Miller, Kenneth D.

The Czecho-Slovaks in America; with an introduction by Charles Hatch Sears. 8+192 p. front. (map); tabs. D (Racial studies; new Americans) [c. '22] N. Y., Doran \$1

The aspirations, ideals and religious heritage of the Czecho-Slovaks; the conditions under which they are developing economically, socially and religiously.

Miller, Warren Hastings

The black panther of the Navaho [juvenile] 251 p. front. D '21 N. Y., Appleton \$1.75

Mitra, S. M.

Peace in India; how to attain it. 13+25 p. D '22 N. Y., Longmans, Green pap. 36 c.

Partial contents: British press on the peril in India; Constructive policy; Trial of Europeans; The Amritsar tragedy.

Moore, Elwood S.

Coal; its properties, analysis, classification, geology, extraction, uses and distribution. 5+462 p. il. O '22 N. Y., Wiley \$5

Mountsier, Robert

Our eleven billion dollars; Europe's debt to the U. S. 149 p. tabs., tab. (fold.) D c. '22 N. Y., Seltzer \$1.50

Partial contents: Europe's paper, America's gold; German reparations and preparations; The first international bank—an American plan for restoring Europe; Wanted: A world economic conference in Washington.

Noyes, Alfred

Watchers of the sky. 11+281 p. O (The torch-bearers) [c. '22] N. Y., Stokes \$2.50

First of a trilogy of poems of the torch-bearers of science, beginning with Copernicus.

Patrick, Diana

Barbara Justice, a novel. 329 p. D [c. '22] N. Y., Dutton \$2

On a background of outdoor beauty is drawn the life of a very modern girl, who passes from one experience to another until she finds love and marriage.

Marshall, Wilbur L.

Outlines in physiology, for use in the eighth grade and in review classes in high school and county normals. 7+65 p. D c. '21 Hillsdale, School Supply & Pub. Co. pap. 25 c.

Newcomb, Rexford

The volute in architecture and architectural decoration. 85 p. il. pls. O (Engineering experiment station, Bull. 121) '21 Urbana, Ill., Univ. of Ill. pap. 45 c.

Nicholls, Charles D.

How to conduct saxophone bands. 14 p. il. O c. '23 Libertyville, Ill., The Nicholls Band Circuit pap. 50 c.

Pendexter, Hugh

A Virginia scout; front. by D. C. Hutchison. 353 p. front. D [c. '20-'22] Indianapolis, Ind., Bobbs-Merrill \$1.75

At tale of the early days of American history; of Indian fights, of the ties of love and blood prevailing in the midst of forays, stratagems and escapes.

Pink, Arthur W.

Why four Gospels? 184 p. S c. '21 Swengel, Pa., Bible Truth Depot pap. 50 c. \$1

Pixley, Francis W., ed.

The accountant's dictionary; a comprehensive encyclopædia and direction on all matters connected with the work of an accountant; il. with the necessary forms and documents; with contributions by eminent authorities on accountancy and accountancy matters; in 2 v.; v. 2. 407-988 p. O ['22] N. Y., Pitman \$17.50

Platt, Charles

The psychology of social life; a materialistic study, with an idealistic conclusion. 284 p. (bibl. footnotes) O c. '22 N. Y., Dodd, Mead \$2.50

Postgate, R. W.

Revolution from 1789 to 1906 [historical documents and speeches of the French Revolution; also a discussion of all revolutions]. 400 p. O '21 Bost., Houghton Mifflin \$4.50

Raine, William Macleod

Man-size. 8+310 p. D c. '22 N. Y., Houghton Mifflin \$1.75

A romance of the North-West Mounted Police, and of a man-hunt thru the frozen wilderness.

Reason, Rev. Will

Stories of the Kingdom; addresses to children. 12+175 p. D [n. d.] N. Y., Doran \$1

These addresses to children by the English author are all on the parables of Jesus.

Rhodes, Eugene Manlove

Copper streak trail. 318 p. D c. '17-c. '22 Bost., Houghton Mifflin \$1.75

The author, a cowboy himself for 25 years, gives in this novel, the spirit and breeziness of the West.

Richman, Arthur

Ambush. 155 p. O c. '22 N. Y., Duffield \$1.50

A play produced by The Theatre Guild.

Riley, James Whitcomb

Riley songs of summer; il. by Will Vawter. 17+187 p. front., il., pls. D [c. '22] Indianapolis, Ind., Bobbs-Merrill \$2

Robertson, D. H.

Money; with an introd. by J. M. Keynes. 12+182 p. (bibl. footnotes) tabs. D (The Cambridge economic handbooks) [c. '22] N. Y., Harcourt, Brace \$1.25

This series is intended to convey to the ordinary reader some conception of the general principles of thought which economists now apply to economic problems; Ch. 1, The merits and drawbacks of money; Ch. 4, Bank money and the price-level; Ch. 5, The war and the price-level; Ch. 7, The foreign exchanges; Ch. 8, Monetary policy.

Schroeder, Seaton

A half century of naval service. 9+443 p. front. (por), pls. O c. '22 N. Y., Appleton \$4

An autobiography of Rear-Admiral Schroeder, from Annapolis to his retirement as Commander-in-Chief of the Atlantic fleet in 1911.

Seers, A. Waddingham

The earth and its life. 207 p. il. D '22 N. Y., World Bk. Co. \$1.20

The book covers the history of the earth from the earliest days to the dawn of civilization, and forms a useful introduction to biology and anthropology.

Shears, Lambert Armour

The influence of Walter Scott on the novels of Theodor Fontane. 16+82 p. (4½ p. bibl., bibl. footnotes) O c. '22 N. Y., Lemcke and Buechner \$1.50

Shotwell, James T.

An introduction to the history of history; records of civilization: Sources and Studies. 12+339 p. (bibl. footnotes) front. O c. '22 N. Y., Lemcke and Buechner \$4

Partial contents: Prehistory; Jewish history; Greek history; Roman history; Christianity and history; Mediaeval and modern history.

Smith, Clarence C.

The expert typist. 13+274 p. (bibl. at ends of chaps.) facsms., il., charts, diagrs. D c. '22 N. Y., Macmillan \$1.80

Starling, Sydney George

Electricity; with 127 illustrations. 8+245 p. front. (diagr.), pls., diagrs., charts O (Science in the service of man) '22 N. Y., Longmans, Green \$3.50

Partial contents: The electric motor; Alternating currents; The electric telegraph; Electromagnetic theory and wireless telegraphy; Gases and x-rays; Radioactivity.

Stekel, Dr. William

Bi-sexual love; the homosexual neurosis; authorized tr. by James S. Van Teslaar, M.D.; for sale only to members of the medical profession. 359 p. O [c. '22] Bost., Badger \$6

Red Cross; U. S., American National

Teachers' handbook of first aid instruction; a handbook designed to assist teachers in adapting first aid instruction to groups of girls and boys of junior and senior high school age. 13+54 p. S c. '22 Phil., Blakiston pap. 25 c.

Sears, Franklin Warren

Correspondence course; the psychology of use; or, the extravagance of economy. 15+118 p. D (The books without an "if") c. '21 N. Y., Centre Pub. Co., 110 W. 34th St. \$10

Seattle, Wash. Board of Education

The course of study in terms of children's activities for the kindergarten and primary grades. 83 p. (5 p. bibl.) O '21 Seattle, Wash., Seattle Bd. of Educ. gratis

Surgranes, Eugene Joseph

Golden jubilee souvenir, 1870-1920; an il. compendium of the life of the Venerable Anthony M. Claret, archbishop and founder of the Missionary sons of the Immaculate heart of Mary. 110 p. il. pers. facsms. D [c. '21] San Antonio, Tex., Lodovic Pr. Co. 50 c.

Stillman, Mildred Whitney

Wood notes [versel]. 99 p. D c. '22
N. Y., Duffield pap. \$1.25

Stocking, Charles Francis

Thou Israel. 220 p. front. (col.) O c. '21
Chic., The Maestro Co., Monadnock Block
\$2.50; leath. \$3.50; de luxe \$4

A novel of present-day conditions, with a spiritual theme in a Syrian, Egyptian and New World setting.

Stoddard, Theodore Lothrop

The revolt against civilization; the menace of the under man. 268 p. (bibl. footnotes) O c. '22 N. Y., Scribner \$2.50

The thesis of this book is the problem of social revolution.

Streeter, Bertha

Home making simplified; a book for the bride a well as for the experienced housekeeper who is still confronted with unsolved problems. 243 p. O c. '22 N. Y., Harper \$1.50

Sullivan, Mark

The great adventure at Washington; the story of the Conference; il. by Joseph Cummings Chase. 11+290 p. (bibl. footnotes) front. (col. por). col. pls. c. '22 N. Y., Doubleday, Page \$2.50

Sutherland, Halliday G.

Birth control; a statement of Christian doctrine against the neo-Malthusians. 10+160 p. (4 p. bibl.) tabs. D '22 N. Y., P. J. Kenedy \$1.75

In this work the Neo-Malthusian teaching on birth control is refuted; there is also a full statement of the teaching of the Catholic Church on this subject.

Thévenaz, Paul; a record of his life and art, together with an essay on style by the artist; and including 107 reproductions of his drawings, paintings and decorative work; in halftone and color. no paging pls. (in col.), il. N. Y., Wash. Sq. Bookshop, 27 W. 8th St. Subsc. \$12 [priv. pr., lim., ed. de luxe]

Thomson, Edith

Afterglow. 273 p. D [c. '22] N. Y., Dutton \$2

The author's first novel; the story of a woman who runs the risk of marriage with a man many years her junior.

Thomson, John Arthur

The haunts of life. 15+272 p. front., il. pls. O [c. '22] N. Y., Harcourt, Brace \$2.50

In this book of modern scientific research Professor Thomson gives us "not a dry record but a mirror of the orderly pageant of life." Ch. 1, The school of the shore; Ch. 2, The open sea; Ch. 3, The great deeps; Ch. 4, The fresh waters; Ch. 5, The conquest of the dry land; Ch. 6, The mastery of the air.

Tipper, Harry

Human factors in industry; a study of group organization. 5+280 p. charts D c. '22 N. Y., Ronald Press \$2

Verrill, Alpheus Hyatt

Radio for amateurs; how to use, make and install wireless telephone and telegraph instruments. 17+228 p. il. (pls.) D c. '22 N. Y., Dodd, Mead \$2

Walker, E. M.

Bunny's House [a novel with a religious theme]. 270 p. O c. '22 N. Y., Benziger Bros. \$2

Watts, Ralph Levi

Vegetable growing projects. 23+318 p. front. (map), il, tabs. D (Macmillan agricultural series) c. '22 N. Y., Macmillan \$1.80

Wells, Herbert George

The secret places of the heart. 287 p. D c. '21-c. '22 N. Y., Macmillan \$1.75

A modern psychiatrist is presented as one of the chief figures of the novel, but a young American heroine proves as adept as this specialist in diagnosing a mystifying heart ailment.

Wheeler, Janet D.

Billie Bradley at Twin Lakes; or, jolly schoolgirls afloat and ashore; il. by Walter S. Rogers. 4+204 p. front. D (Billie Bradley ser.) [c. '22] N. Y., Sully 75 c.
A tale of outdoor adventure, in which Billie and her chums have a great variety of adventures.

Whittington, A. E.

The knight's promise; a story of the knights of the blessed sacrament; il. by Gordon Browne. 16+241 p. front., il. D ['22] N. Y., P. J. Kenedy \$1.75

Wundt, Wilhelm Max

Elements of folk psychology; outlines of a psychological history of the development of mankind; authorized tr. by Edward Leroy Schaub; first pub. 1916, rev. ed. 1921. 23+532 p. diags. O ['21] N. Y., Macmillan \$4.50

A college text-book; the author studies the phenomena synchronously, exhibiting their common conditions and their reciprocal relations; Ch. 1, Primitive man; Ch. 2, The totemic age; Ch. 3, The age of heroes and gods; Ch. 4, The development to humanity.

Townsend, Mary Evelyn

The Baltic states. 30 p. O (International relations club) '21, N. Y., The Institute of International Education, 419 W. 19th St. 25 c.

U. S. Congress. Senate. Committee on Civil Service

Reclassification of civil service employees report [to accompany H. R. 8928]. 24 p. tabs. O (67 Congress, 2d session. Senate report, 486) '22 Wash., D. C., Gov. Pr. Off., Supt. of Doc.

Van Dyke, Greswold

Shop handbook on alloy steels; a technical subject treated in a non-technical way. 95 p. il. tabs. diags. nar. D [c. '21] Chic., Joseph T. Ryerson & Son pap. gratis

Van Maanen, Adriaan

Investigations on proper motion; 4th paper. Internal motion in the spiral nebula Messier 51; 5th paper: Internal motion in the spiral nebula Messier 81; reprinted from the Astrophysical journal, v. 54, 1921. 10 p. tabs. pls. O (Contributions from the Mount Wilson observatory, nos. 213 and 214) Wash., D. C., Carnegie Institution of Washington pap.

Wait, William

Wait's practice at law, in equity and in particular actions and proceedings in all the courts of record of the state of New York; with appropriate forms; 3rd ed., rev. and entirely rewritten to conform with the Civil practice and allied statutes, by Oscar Leroy Warren; [to be pub. in 8 v.] v. 1. 1000 p. O '22 N. Y., Baker, Voorhis ea. \$7.50

Issued Every Saturday

The Publishers' Weekly

62 West 45th St., New York

THE AMERICAN BOOK TRADE JOURNAL

Subscription Rates

In Zones 1, 2, 3, 4, and 5.....	\$6.00
In Zones 6, 7, and 8.....	6.50
To Canada	6.50
To Foreign Countries	7.00
Single copies, 15 cents. Educational Number, in leatherette, \$1.00; Christmas Bookshelf, 25 cents.	

Advertising Rates

Front Section (full pages only).....	\$60.00
Back Section—	
One page	\$50.00
Quarter page	15.00
Half page	\$30.00
Eighth page	7.50
The above rates are unspecified positions.	
Higher rates for Summer Reading, Educational Number, Christmas Bookshelf and Book Review supplement.	

The Weekly Book Exchange

Books Wanted and for sale

Under these headings subscribers are charged 15c a line (no charge for address); non-subscribers 20c a line, address extra. Bills for this service will be rendered monthly. Objectionable books are excluded as far as they are noted.

Write your wants plainly, on one side of the sheet only. Illegible "wants" are ignored. The WEEKLY is not responsible for errors. Parties with whom there is no account must pay in advance.

In answering, please state edition, condition and price, including postage or express charges. Houses that will deal exclusively on a cash-on-delivery basis should put [Cash] after their firm name. The appearance of advertisements in this column, or elsewhere in the WEEKLY does not furnish a guarantee of credit. While it endeavors to safeguard its columns by withholding the privileges of advertising should occasion arise, booksellers should take usual precautions in extending credit.

BOOKS WANTED

Abraham and Straus, Inc., Brooklyn, N. Y.
Roger Williams, by Oscar Straus, pub. by Century Company.

Academy Book Shop, 57 E. 59th St., New York City
Clark, B., From Tent to Palace.
Cromer, J. H., Jephtha's Daughter.
Harland, H., A Latin Quarter Courtship.
Harris, Frank, Unpathed Waters.
Hobbs, R. R., The Court of Pilate.
Johnson, G., Raphael of the Olive.
Lowenberg, I., The Irresistible Current.
Landis, C. K., Corababay the Jew.
Morris, J. W., The Old Trail.
Stephenson, C. B., The Hand of God.
Whistler, C. W., For King or Empress.
Young, C. M., The Patriots of Palestine.

Aldine Book Co., 436—4th Ave., Brooklyn, N. Y.
History of Oregon, Lyman, 4 vols., several copies.
History of Montana, 1885, several copies.
Pennsylvania German, (Monthly), vols. 1 to 6, any odd nos. or vols. wanted. Can use several copies.

Aldus Book Co., 89 Lexington Ave., New York City
Crane, Stephen, The Open Boat, N. Y., 1898.
Saltus, Edgar, All Firsts.
Dreiser, Sister Carrie, N. Y., 1900.
Bullen, Cruise of the Cachalot, London, 1898.
Clemens, Jumping Frog, 1867.
Clemens, A True Story, Boston, 1877.
Poole, His Family, first ed.
Drinkwater, All English firsts.
Hardy, Romantic Adventure of a Milkmaid, 1884.
Kipling, The Dipsy Chanty, Roycroft Press, 1898.
Kipling, Out of India, N. Y., 1895.
London, Cruise of the Dazzler, Century, 1902.
Machen, The Impostors, London, 1895.
Meredith, Evan Harrington, N. Y., 1860.
Riley, Presentation Copies.
Bigelow, Henry Jacob, Fragments of Medical Science and Art, about 1846.

Alexander Hamilton Bookshop, 22½ Hamilton St., Patterson, N. J.

Wadsworth, Genealogy.
Mark of the Beast.
Life Aaron Burr, Parton.
Orpheus, His Lute.
Morals Versus Dogma, Pike.
Conjurors House.

Alexander Hamilton Bookshop—Continued

Parnassus On Wheels, first ed.
Whistler Items.
Alexander Hamilton Items.
Children of the Dead End, any edition.

"Allan," care Publishers' Weekly

American Catalogue of Books, 1895-1900, state binding and condition.

American Baptist Publication Society, 1107 McGee St., Kansas City, Mo.

Modern Substitute for Christianity, P. McAdam Muir, pub. by Doran.
The Parables, J. R. Graves.

A complete set in thirteen volumes Interpretation of the English Bible, by Carroll.

American Baptist Publication Society, 514 N. Grand Ave., St. Louis, Mo.

A Word of Cheer, Muller.
Why I am a Christian, Dixon.

W. H. Andre, 607 Kittredge Bldg., Denver, Colo.
Booklover's Shakespeare.

Frank H. Baer, 2865 Southington Road, Cleveland, Ohio

The Art Journal, London, April and May, 1887.
Dunlap's History of the Arts of Design, Illustrated edition, Boston, 1918, second-hand copy.
La Liberté, Paris, Dec. 21, 1869.
Early Home-made Valentines.
Chap books, published by W. Kemmish or T. Sabine, London.
Daguerreotypes or Talbot-types, no ordinary portraits.

N. J. Bartlett & Co., 37 Cornhill, Boston, Mass.
Origin of Letters, any Numerals, etc., by Phineas Nordell, pub. in Phila.
Thomas Paine's Works, 10 vols.
Life of Aaron Burr, by Davis.
Diary of Aaron Burr, 2 vols.
Cory's Birds of No. East Am.

Behymer's Book Shop, 1204 Olive St., St. Louis, Mo.
Spurgeon, The Treasury of David, 7 vols.
Marsham Adams, Any of his works.

C. P. Bensinger Cable Code Book Co., 15 Whitehall St., New York City
Universal Lumber, A B C 5th Improved.
Meyer's Cotton 39th, Samper's Code.
Western Union, Lieber's, 5-letter Codes.
Any American-Foreign Language Code.

BOOKS WANTED—Continued

Beaziger Brothers, 36 Barclay St., New York City
Lambert, Tactics of Infidels.
Bibliophile, 1350 College Ave., New York City
Casanove, Memoirs, unabridged.
Hearn, Diary of an Impressionist.
Marbury, Favorite Flies.
Robie, Art of Love.
Saltus, Imperial Purple.
Walker, Beauty in Women.
Arthur F. Bird, 22 Bedford St., Strand, London, W. C. 2, England
American Journal of Botany, vols. 1-5 inclusive.
The Bookfellows, 4917 Blackstone Ave., Chicago, Ill.
Anything by Kate Chopin.
The Book Shop, 112 Garfield Pl. W., Cincinnati, O.
Boccaccio de Certaldo, Decameron, Ltd. ed.
Blake, Book of Job.
Hood, Thos., An Unfinished Novel.
The Book Shop, 219 No. Second St., Harrisburg, Pa.
Grain of Dust, David Graham Philips.
The Book Shop of the Glass Block Store, Duluth, Minn.
The Story of the Return of Peter Grimm, by Belasco, (not the play).
Pioneering Where the World Is Old, Tisdale.
Old Gorgan Graham, Lorimer.
Boyveau & Chevillet, 22, rue de la Banque, Paris, France
Nicholson, Treatise of Files and Rasps.
Brentano's, Fifth Ave. and 27th St., New York City
Callahan, Famous Frontiersmen, Pioneers and Scouts.
Arthur Machen, The White People.
Arthur Machen, Great God Pan.
Arthur Machen, Hill of Dreams.
Mrs. Eden, Garden in Venice.
Conway, Foot Prints of Famous Americans in Paris.
Works of Charles Dickens, Victoria edition.
Wiegel, Ahknaton.
Viele, The Last of the Knickerbockers.
Henry James, Wings of the Dove.
Irving, W., Salmagundi, Hudson edition.
Carpenter, Edward, Chants of Labor, Fisher, Unwin edn.
Chronicle of Friendship, W. H. Low.
Renasence, Edna Millay.
Second April, Edna Millay.
A Few Figs, Edna Millay.
Disputed Handwriting, Jerome P. Lavay.
Arms of Forgery, Daniel T. Ames.
Bibliotics, P. Frazer.
Questioned Documents, Albert S. Osborn.
Professional Criminals of America, Thos. Byrnes.
Teachers Concordance, Aaron Spottiswood.
Among English Inns, Tezier.
M. Pemberton, Iron Pirate, Donohue.
Joyous Gard, Benson.
Babcock Genealogy, compiled by Stephen Babcock.
Anatomy of Negations, Edgar Saltus.
Dr. Edw. Maetner's English Grammar.
Co-operation at Home and Abroad, C. R. Fay.
Exercises in Education and Medicine, R. T. McKenzie.
The Natural Law, Chas. Collins, 2 copies.
The Man Who Understood Women, Limited edition, Leonard Merrick.
The Thirteenth District, Brand Whitlock.
History of the University of Oxford, Maxwell Lyle.
Mediaeval Schools and Universities.
Cambridge Contributions to History, H. W. Woodward.
The Seven Liberal Arts, Paul Abelson.
Heliogabalus, Mencken L. Nathan.
The Epidemics of the Middle Ages, Julius Hecker.
The Problem of Asia, A. T. Mahan.
The Sayings of Rama Krishna, trans. Swami Abhedamanda.
One Hundred Country Houses, Embury.

Brentano's—Continued

Treasure Seekers.
Max and Maurice.
Logan—Part Taken by Women in American History, Perry Nalle Pub. Co.
Heather Moon, Williamson.
Law and Authority.
In Russian and French Prisons.
Modern Science and Anarchism.
The State, Its Historical Role.
Sage Son of Satan, by Burroughs.
The Brick Row Book Shop, Inc., 19 East 47th St., New York City
Teasdale, Sara, Sonnets to Duse.
Middleton, Richard, The Ghost Ship.
Comic History of England, inexpensive.
Bridgman's Book Shop, 108 Main St., Northampton, Mass.
Household Accounts by Taylor.
Stories of the Russian Ballet, by Arthur Applin.
Brockmann's, Charlotte, North Carolina,
Pharaohs of the Bondage and the Exodus, by C. Roberson, Century Company.
Pettison Twins, M. Hill, Doubleday, Page Co.
Autobiography Benevenuto Cellini, Everymans Library edition.
Life of Barnum, Saalfeld Publishing Co.
Phallicism, C. Howard.
Miller Book on Plastering, published in England.
Brooklyn Museum Library, Eastern Parkway and Washington Ave., Brooklyn, N. Y.
Amer. Inst. of Architects, Journal, 1918, Nov. and Dec., t. p. and index; 1920, entire vol.; 1921, nos. 1-4, t. p. and index.
Frank C. Brown, 44 Bromfield St., Boston, Mass.
The Pathway to Knowledge, Robert Record, London, 1551.
Castle of Knowledge, Robert Record, London, 1556.
Burrows Bros. Co., 633 Euclid Ave., Cleveland, O.
Buzzacott's Masterpiece, by Buzzacott.
Art of Worldly Wisdom, Davis.
Memories of Socrates.
Fanny Butcher—Books, 75 East Adams St., Chicago, Ill.
A. P. Russell, Club on One, Houghton Mifflin.
Fitch, Comfort Found in Good Books, Paul Elder & Co.
Michigan in the Civil War.
Johnson's Dictionary.
Wilde, Oscar, Plays, Cosmopolitan Library, Nichols.
Lorenz, Mediterranean Traveler, Revell.
Defoe, First edition Robinson Crusoe.
Georgia Scenes.
Helper, Impending Crisis.
Cadmus Book Shop, 312 W. 34th St., New York City
Memoirs of Fezensac, Aide-de-Camp to Marshal Ney, in English.
Campion & Co., 1313 Walnut St., Philadelphia, Pa.
Uncle Tom's Cabin, Stowe, first edition, illustrated by Geo. Cruikshank, London, 1852.
Curtius Greece, 5 vols.
Stray Studies from England and Italy, by Greene.
Carnegie Library of Atlanta, Atlanta, Georgia
Modern Russia, by Alexinsky.
Carnegie Free Library, Duquesne, Pa.
Kirby, World by the Fireside.
Comstock, Bungalows, Camps, and Mountain Houses.
Seton-Thompson, Book of Woodcraft.
Stockton, Clocks of Rondaine.
Bamford, My Land and Water Friends.
Darwin, What Mr. Darwin Saw.
Gerard Carter, 12 So. Broadway, St. Louis, Mo.
Science and Health, Third ed. in 2 vols.
Atkey, Mrs., My Change of Mind, 12 copies.
C. N. Caspar Co., 454 East Water, Milwaukee, Wis.
Knight, Graphic Navigation.
Wilson, Treatise on Punctuation.
Dumas, Money Question.

BOOKS WANTED—Continued

C. N. Casper Co.—Continued

Henderson, Documents of Middle Ages.
 Bryant's Justice, last ed.
 Hutchinson, Our Country Home.
 Duruy, History of Middle Ages.
 Musical America, 1920, no. 1.
 Industrial Management, June 15, 1920.
 Gibbon's Rome, vol. 1, 12mo, Harper or Coa.
 Library of Wit and Humor, vol. 2, Gebbie.
 History of U. S., vol. 3, black cl., Collier.
 Davis, Handbk. of Chem. Engineering, 2 vols.
 Lowndes, Chink in the Armour.
 English Catalogue, 1901 to date, (5 year V.)
 Sylvester, Eng. and Am. Literature, vol. 1.
 Mitchell, History of Bridgewater.
 Higgins, Patriotic Glee Book.
 Ouida, Leaf in the Storm.
 Keith, Evidences of Prophecy.
 Pattee, Compelled Men.

George M. Chandler, 75 East Van Buren St.,
 Chicago, Ill.

Browning, The Old Yellow Book, Carnegie Inst.
 Comfort Found in Good Old Books, Elder.
 Irwin, Nautical Lays of a Landsman.
 Sainte-Beuve, Portraits of the 17th Century, 2 vols.
 Strindberg, Confessions of a Fool.

Chicago Medical Book Co., Congress & Honore Sts.,
 Chicago, Ill.

Bailey, Modern Social Conditions, new.

City Book Store, East Liberty St., Wooster, Ohio

London Churches Ancient and Modern, Bumpus.

City Library, Springfield, Mass.

Buck, Boy's Self-governing Clubs, Macm.
 Copley, Set of Alphabets.
 Modern Business, Alex. Ham. Inst., vol. 9.
 Webster, Quilts, Doubleday.
 Hatton, Figure Drawing and Composition.

The Arthur H. Clark Co., 4027 Prospect Ave.,
 Cleveland, Ohio

Chemist and Druggist, vols. 1-27.
 Cramer Almanacs, any prior to 1840.
 Phallic Worship, Anything relating thereto.
 Roosevelt, Rough Riders, illus. edn.
 Wallihan, Camera Shots at Big Game.
 Hamill, Lincoln, Faithful Son, Address, June 1,
 1865.
 Amer. Hist. Assn. Ann. Repts., 1889, 1891, 1915.
 Dumas, Complete Works, L. P., 45 vols.
 Rupp, Hist. of Berks and Lebanon County, Pa.
 Audubon, Western Journal.
 Robie, Rational Sex Ethics, 2 vols., 1919.
 Tullidge, Hist. of Salt Lake City.
 Poor, First Inter. Railway.
 Thackeray, Rose and Ring, 1st Amer. edn.
 Old Guard (N. Y.) ed. by Burr, vols. 1, 2, 5, no. 7;
 vol. 7 to end.
 Crucifixion by an Eye-witness, 3 copies.
 Gunter, Tangled Flags.
 Pearson, Escape of Princess Pat.
 Bohme, Diary of a Lost One.
 Dow, Woman, Man and the Monster.
 Stanley, Isle of Temptation.
 Seroa, After the Pardon.
 Hay, John, Life by Thayer.
 Cabell, Jurgen, Comedy of Justice.
 Washington, George, Youth of, by Mitchell.
 Chestnut, Diary from Dixie.
 Damola, Last of Mil Order or Knights Templar.
 Lodge, Western Front.
 Van Dyke, Henry, Works, Any first edns.
 Fiske, John, Works, any first edns.
 Firelands Pioneer, any vols. or set.
 Stevens, Hist. of French Revolution, 3 vols.
 Darwin Tides, London, Murray, 1911.
 Burns, Poems and Songs, ed. by Lang and Craigie.

C. W. Clark Co., 128 W. 23rd St., New York City

Fry's Guide to London.

Aiken, Bouddhisme and Christianity, Boston, 1901.

The John Clark Company, 1486 W. 25th St.
 Cleveland, O.

Biddle, Understanding Hills.
 Bierce, Ambrose, In the Midst of Life.
 Clutton-Brock, Shelley, the Man and the Poet.
 Ellison, Early Romantic Drama at the English
 Court.
 Harrison, Teachers of Emerson.
 Yule, Book of Ser Marco Polo, 1903.
 Williams, Modern English Writers, 1890-1914.
 Gregg, History of the Old Cheroaws.
 Lamar, M. B., Verse Memorials, 1857.
 Oberlin Evangelist, vols. 10, 12, 13, 23, 25 to the
 end.
 Paget, Ambrose Pare and his Times.
 Poet Lore, Index to vol. 9; also vol. 22, No. 2.
 Pennypacker, Historical and Biographical Sketches.
 Pinkerton, William John, his Personal Record,
 Stories of Railroad Life, Kansas City, Mo., 1904.
 Rashdall, Hastings, Ethics, "The People's Books"
 series.
 Richardson, Electron Theory of Matter.
 Roosevelt, Theodore, First editions of any of his
 writings, or of any books relating to him.
 Riley, American Thought from Puritanism to
 Pragmatism.
 Roberts, Famous Chemists.
 Spenser's Faerie Queene, A good edition, and
 preferably in a fine binding.
 Washington Co., N. Y.; its History to the Close
 of the 19th Century.

Colesworthy's Book Store, 66 Cornhill, Boston, Mass.

Hawley's Book on Rugs, pub. John Lane.

The Shadow of Dante, Rossetti.

Alice's Adventures in Cambridge, Evarts.

Sheet Anchor.

The College Book Store, Lagonda Bank Bldg.,
 Springfield, O.

Set of Master Pieces in Color, Hare.

Famous Paintings, 2 vols., pub. by Funk & Wag-
 nalls.

Set of Sermon Bible, 12 vols.

Colonial Society, Richmond, Va. [Cash]

Carlyle, set.

Colonial Register of Va. Standard.

Emerson, set.

Franketelle Cook Book, 2d ed., Hotel Carlton.

Pepy's Diary.

Va. Hist. Burk, Campbell, Howe, Smith, Strachey.

Congregational Publishing Society, 14 Beacon St.
 Boston, Mass.

Holy Land in Geography and History, Townsend
 McCoun.

Cossitt Library, Memphis, Tenn.

Browning, "Americans of Royal Descents."

Covici-McGee, 158 West Washington St.,
 Chicago, Ill.

The Fourth Estate, Patterson.

Davis' Book Store, 49 Vesey St., N. Y.

Fortiers History of Louisiana, 4 vols.

11th Britannica, Cambridge ed.

Leas', Inquisition, 3 vols.

Leas', Superstition, and Force, 4th ed., Phil., 1892.

Beauty in Women, Walker.

Dennen's Book Shop, 37 East Grand River Ave.
 Detroit, Mich.

With The Adepts, Hartman.

The Denver Dry Goods Co., Denver, Colo.

The Awakening of Mary Fenwick, Whitby.

The Public Library, Detroit, Mich.

McCabe, Martyrdom of Ferrer.

Chas. H. Dressel, 552 Broad St., Newark, N. J.

Jack, Introduction to The History of Life-In-
 surance.

E. P. Dutton & Co., 681 Fifth Ave., N. Y.

Benson, E., A Reading.

Carr, W. K., Matter and Some of Its Dimensions.

French, Hollis, American Silver.

BOOKS WANTED—Continued

E. P. Dutton & Co.—Continued

Fitch, The Steel Workers, Pittsburgh Survey, 4 copies.
 Forest, Neil, (Cornelia Floyd), Mice at Play; Jack and Rosie.
 Fernow, Towns on the Hudson River.
 Good Stories, 1908, Doubleday Page & Co.
 God's Light As It Came To Me.
 Grolier Club, Notable Printers of Italy during the 15th Century, 1910; Rubaiyat, 1885; Aldus in His Printing Establishment, 1891; Classified List of Early American Bookplates, 1894.
 Hamilton's Parodies, set.
 Josh. Billings Farmers Almanax.
 Lanier, Hymns of the Marshes, Illus. by Troth, 3 copies.
 Picturesque, Brattleboro.
 Roosevelt, T., Americanism in Religion; Essays of Practical Politics; Stories of the Republic; Key to Success in Life.
 Six Stories from Lippincott.
 Twain, Mark, Tom Sawyer, first edition, first issue.
 U. S. Frigates Philadelphia, Bainbridge and Decatur, Anything On.
 Vermonter, The.
 Waliszewski, Catherine II of Russia, Appleton, 1894.
 Paul Elder & Co., 239 Post St., San Francisco.
 Hubbard, Duty of Being Beautiful.
 Alban, Beloved and Other Stories.
 Morrill, To Hell and Back Again.
 Roger Porock, Horses.
 Mitchell, Night Court.

Edw. Eberstadt, 25 W. 42nd St., N. Y. C.

Bret Harte, M'liiss, first edition.

Geo. Fabyan, Riverbank Laboratories, Geneva, Ill., or Walter M. Hill, 22 E. Washington St., Chicago

Works on Ciphers, Obscure Writing, Symbols, Synthetic Elements, Cryptic Forms of Language Cryptography. Ancient Symbolic Steganography Signs, and other unusual characters in writing.

F. W. Faxon Co., 83 Francis St., Boston, 17, Mass.

International Journal of Ethics, vol. 9 No. 1.

Marshall Field & Co., Chicago, Ill.

Mechanical Dentistry, Richardson.

Warpath and Bivonic, Finnerty.

H. W. Fisher & Co., 207 So. 13th St., Philadelphia.

Three Black Pennies, Hergesheimer, 1st ed.

Downfall of Gods, Clifford, Dutton.

Thoreau, Salt, Scribner.

Book of Art of Cenino Cennini.

Electricity in Modern Life and Hypnotism, both Contemporary Science, Scribner.

Scenes in Rocky Mountains, R. B. Sage.

Wild Scenes in Kansas, R. B. Sage.

Devon and Its Historic Surroundings, R. B. Sage.

Fowler Bros., 747 So. Broadway, Los Angeles, Cal.

Spanish People.

Political Essays, Von Humboldt, 1 vol.

Life of Mary Baker Eddy, Milmine.

W. & G. Foyle, Ltd., 121-125 Charing Cross Rd. London, W. C. 2, England

Emerton, Desiderius Erasmus of Rotterdam, Putnam, 1899.

Franklin Bookshop, 920 Walnut St., Philadelphia, Pa.

Rafinesque, Any orig. publications, 1808-40.

Bent, Diving Birds and Gulls and Terns.

Wells, Fly Rods and Fly Tackle, N. Y. 1885.

Long, Amer. Wild Fowl Shooting, N. Y. 1879.

Rush, B., Collected Works, 5 vols., 1794-98.

Laennec, Diseases of Chest, early ed.

Ball, Hist. of Vesalius, St. Louis, 1910.

Wolle, Diatomaceae; Desmids; Algae, 4 vols.

Osler, Alabama and other items.

Gammel's Book Store, Austin, Tex.

Auction Catalogues of All Future Sales.

Jennings, Texas Rangers.

Wilson, Noble Company of Adventurers.

Huysman, The Cathedral, English.

J. L. Garner, 730 Astor St., Milwaukee, Wis. [Cash]
 Cooper, Lectures on Polit. Economy.

The J. K. Gill Co., Portland, Oregon

Divine Puymander.

Febbimore, Lover Fugitives.

Gestafield, Breath of Life.

Gestafield, And God Said.

Gestafield, How to Control Circumstances.

Gestafield, Joyous Birth.

Gestafield, Metaphysics of Balzac.

Gestafield, Modern Catechism.

Gestafield, Woman Who Dares.

Gestafield, Reincarnation of Immortality.

Smith, Langdon, Evolution, il. Bertsch.

Gittman's Book Shop, 1225 Main St., Columbia, S.C.

Orr, Historical Affinities.

Plato's Republic from the World's Great Classics.

Saphir, Christ and the Scripture.

Howarth, The Mammoth and the Flood.

Maurice, Prophets and Kings of the Old Testament.

Sayce, Fresh Lights from Ancient Monuments.

Sayce, The Races of the Old Testament.

Schrader, Cuneiform Inscriptions and the Old Testament.

Tompkins, Studies in the Life of Abraham.

St. Clair, Buried Cities and Bible Countries.

Goodspeed's Book Shop, 5A Park Street,

Boston, Mass.

Bryant, Margaret, Christopher Hibbault.

Bird, Paul of Tarsus.

Dame & Brooks, Trees of New England.

DuMaurier, Peter Ibbetson, stage ed.

Hodges, Guide to Bible.

Kip's Bay Farm, N. Y., Abstract of title, 1894.

Krasowski, M., Life and Letters of Chopin.

Lamb, Poetry of Children.

Lovett, Printed English Bible.

Morrell, Capt., Four Voyages to South Sea, 1832.

Olcott, Henry, Memoirs Mme. Blavatsky; Other

World.

Petrie, W. Flinders, Revolutions of Civilization.

Prot. Episcopal Ch. U. S., Gen. Convention, 1898.

Quo Vadis, limited ed.

Rockwell, F. F., Home Vegetable Gardening, 1911.

Sando, R. B., Amer. Poultry Culture, 1909.

Spodgrass, Anatomy Honey Bee, 1910, Bureau Ethnology.

Spofford, H. P., Three Heroines, New Eng. romance.

Wreck of Glide, Bost., 1864.

Webber, Alice, When I'm a Man.

Gotham Book Mart, 128 W. 45th St., New York City

Carter, New Spirit in Drama and Art.

Lucas, Gentlest Art.

Lucas, Second Post.

Dreiser, Sister Carrie.

The Grail Press, 712 G St., N. E., Washington, D. C.

English Book Dealers should send us their catalogs

of rare items on Occultism, Mysticism, Theosophy,

Hermetic and Rosicrucian Philosophy.

All other Dealers pay attention.

Grant's Book Shop, Inc., 127 Genesee St., Utica, N. Y.

Buchanan, Second Wife.

Blackmore, Riddle of Hamlet.

Curwood, Courage of Captain Plum, Cosmo.

Curwood, Danger Trail, Cosmo.

Curwood, Great Lakes, Putnam.

Curwood, Honor of Big Snows, Cosmo.

Curwood, Phillip Steele, Cosmo.

Curwood, Wolf Hunters, Cosmo.

Curwood, Grizzly King, Doub.

Curwood, Isobel, Harper.

Curwood, Kazan, Cosmo.

Curwood, Golden Snare, Cosmo.

Grey, Betty Zane, Harper.

Grey, Last of Plainsmen, McClurg.

Grey, Last Trail, Harper.

Grey, Short Stop, McClurg.

Grey, Spirit of Border, Harper.

Grey, Redheaded Outfield, Harper.

Carmen, More Songs from Vagabondia.

Benj. F. Gravely, Martinsville, Va.

Dr. Arthur J. Brown, Mastery of the Far East.

BOOKS WANTED—Continued

Gregory's Bookstore, 116 Union St., Providence, R.I.
 Sharp, Point and Pillow Lace.
 Jones, Grammar of Ornament.
 Moffatt, Old English Plate.
 Rathbone, Simple Jewelry.
 Rathbone, Unit Jewelry.
 Stevens, Art Monograms and Lettering.
 Turbane, Monograms and Ciphers.

Hall's Book Shop, 361 Boylston St., Boston, Mass.
 California, Gertrude Atherton.

Harlem Book Co., 53 W. 125th St., N. Y. C.
 Sanborn's Essays on Walden's Poems.

Henry T. Harper, 35 So. 18th St., Philadelphia, Pa.
 First editions of Howard Pyle.
 Currier and Ives, Ship Prints and Oil of Square
 Riggered Vessels, Whaling Curios and Books.

Lathrop C. Harper, 437 Fifth Ave., New York
 U. S. Explor. Exp., vol. 10.
 Danas, Geology with Atlas.

William Helburn, Inc., 418 Madison Ave., N. Y.
 Snow & Froelich, Theory and Practice of Colour.
 Ries, Building Stones and Clay Products.
 Goodyear, The Grammar of the Lotus.

B. Herder Book Co., 17 South Broadway, N. Y.
 Pastor, History of the Popes, 12 vols.
 Memoirs of the Rt. Rev. Simon W. Gabriel Brute.

Walter M. Hill, 22 E. Washington St., Chicago, Ill.
 Land of Pardons.
 Heart of France.
 The Vigilantes, 2 vols.
 What Mazie Knew, James.
 Sir Kenelm Digby, books on or by him.
 Keppel's Engraving.
 Bancroft, History of Central America, 3 vols.
 Martin, L'imprimerie et la presse a Cognac sous
 la Revolution, Cognac.
 A Caxton memorial; extracts from a church-
 warden's account of Parish of St. Margaret.
 The New China, Henry Borel.
 The Decrees of Memphis and Canopus, The Rosetta
 Stone, vol. 1.
 Allen, You.
 Papers on Art and Literature, Margaret Fuller.
 Book of Margaret Fuller's Letters.
 Memoirs of Margaret Fuller Ossoli, by her brother.
 Life of James J. Hill.
 Life of Lord Strathcona, formerly Donald Smith.
 Bridge, The Inside History of the Carnegie Steel
 Co.
 Buchanan, Labor Agitator.
 Dacus, The Great Strike.
 Fuller, Reminiscences of Garfield.
 George, Life of Henry George.
 Kochtitzky, History of the Great Strike of 1886.
 Royall, Virginia Debt Controversy.
 Schaack, Anarchy and Anarchists.
 Morse, Glimpses of China.
 Memoirs of Gouverneur Morris, 3 vols.

Himebaugh & Browne, Inc., 471 Fifth Ave., N. Y.
 Sculpture Designing.

B. Lytton; vol. 18, published by Little Brown. li-
 brary size, illustrated, bound in blue cloth, dark
 leather label.
 R. Browning, 1 vol., Dramatic Lyrics, Crowell.
 large type, pocket edition, bound in green lamb-
 skin

Hochschild, Kohn & Co., Howard & Lexington Sts.,
 Baltimore, Md.

Wings and Child, Nesbit.
 History of Architecture, Sturgess and Frothenningham,
 pub. by Doubleday, Page & Co.
 Shakespeare, Hugo.
 Man and God, H. S. Chamberlain.
 Nana, Emile Zola.
 The Ancient Mariner, Ill. Pogany.
 I sat in Lodge with You, Pogany.

The Holliday Bookshop, 10 W. 47th St., New York,
 N. Y.

Arthur, Count Gobineau, Iyphaines Abbey, trans-
 lated by Charles D. Meigs, Philadelphia, 1869.
 Saintsbury, George, History of Criticisms, 3 vols.,
 any edition.

John Howell, 328 Post St., Union Square,
 San Francisco, Cal.

Whistler's 10 O'clock.
 Sand Burrs, Alfred Henry Lewis.
 History of San Benito Co., Cal., 1881.
 History of San Diego Co., Cal., 1883.
 History of Sonoma Co., Cal., 1880.
 History of Sutter Co., Cal., 1879.
 Blue & Gold, Class of 1875, vol. 1, Class of 1877,
 vol. 3.
 Manual of Trees of North America, C. W. Sargent.
 Forest Trees of U. S., J. J. Jepson.
 Social Psychology, Wm. McDougall.
 Hans Anderson, Fairy Tales, limited ed., illus.,
 Rackham.
 Hans Anderson, Story of My Life.
 Babbitts Principles of Light & Color.
 American Statesmen Series, limited ed., Houghton
 Mifflin.
 Celebrated Criminals of America, Thomas Duke.
 Nana, Emile Zola, translation by Vizetelly.
 Conrad In Quest of His Youth, limited ed., pub.
 E. P. Dutton & Co.
 Life of Oscar Wilde, Frank Harris.

The H. R. Hunting Co., Myrick Bldg.
 Springfield, Mass.

Tarbell, History of the Standard Oil Co., 2 vols.
 Macm.
 Isham, History of American Painting, Macm, 1907.

Hyland's Old Book Store, 204-206 4th St.,
 Portland, Ore.

The Black Barque, T. Jenkins Haines.
 The Voyage of the Arrow, T. Jenkins Haines.
 The River of the West, Victor.
 Political History of Oregon, vol. 1, Brown.
 Thoughts, Letters, Opuscles, Pascal.

George W. Jacobs & Co., 1628 Chestnut St.,
 Philadelphia.

The Son of Ishmael.

Johnson's Bookstore, 391 Main St.,
 Springfield, Mass.

Cutts, Scenes and Characters of the Middle Ages.
 Rashdall, Medieval Universities.
 Lee, Greatest Englishmen of the 16th Century.
 Couch, Old Fires and Profitable Ghosts.
 Mansfield, Bliss.

The Edw. P. Judd Co., New Haven, Conn.

Creeping Tides, Vermilye, Little.
 Economics of Business, Alex. Hamilton Inst.
 Organization and Management, A. Hamilton Inst.

Kieser's Book Store, 221 No. 16th St., Omaha, Neb.
 Set. Talmadge's Sermons.
 Captain Cummings' Adventures in Africa.

George Kirk, 1894 Charles Road, Cleveland, O.
 Ambrose Bierce, Anything by.
 James B. Cabell, Any firsts.
 Thomas H. Chivers, Anything by or relating to
 Joseph Hergeshelmer, Any firsts.
 Edgar A. Poe, Anything.
 Edgar E. Saltus, Anything by or relating to.
 Walt Whitman, Any early items.
 Herman Melville, Any firsts.

The Korner & Wood Co., 737 Euclid Ave.,
 Cleveland, O.

C. H. Sternberg's, Hunting Dinosaurs in Bad Lands
 of Red Deer River, pub. by Sternberg.

Charles E. Lauriat Co., 385 Washington St., Boston.
 Plains of Great West, Dodge.
 Simon Willard and His Clocks.
 The Master, Herman Bahr.
 Souvenir de Solferino, Dunant, Eng. trans. by
 Wright.
 Birds of Boston Public Garden, Wright.
 Life of Cavour, 2 vols., Thayer, original edition.

BOOKS WANTED—Continued

Charles E. Lauriat Co.—Continued

Moby Dick, Melville, first ed.
The Ingersolls of Art, Ripley.

Lavender's Book Shop, 268 River St., Troy, N. Y.
Washington Irving's Knickerbocker Magazine, first issue.
Hoosick Valley Legends, original ed.

Mrs. Leake's Shop, 78 Maiden Lane, Albany, N. Y.
Valentine's Manual, 1843-4.

The Liberty Tower Book Shop, 55 Liberty St.,
New York City

Journal of The Federal Convention, kept by James Madison, ed. by E. H. Scott, pub. by Albert Scott & Co., Chicago, 1893.

Library of Congress, Washington, D. C.
Chesney, G. T., The Dilemma, 1908.

C. F. Liebeck, 859 E. 63rd St., Chicago, Ill.
Sabin's Dictionary, Americana, any parts.

J. B. Lippincott Co., Washington Square,
Philadelphia, Pa.

Ophthalmology, fifth ed.

Little, Brown & Co., 34 Beacon St., Boston, Mass.
Romantic Days in Old Boston, Crawford, pub. by Little, Brown & Co.

Los Angeles Public Library, Los Angeles, Cal.

Atherton, Bell in the Fog.
Bagwell, Ireland under the Tudors, vols. 1-3.
Blundell, Daughter of the Soil.
Callahan, Washington, The Man and The Mason.
Coombes, S. C., Frog Culture.
Department of Commerce, Pottery Industry, 1915.
Domville-Fife, U. S. of Brazil.
Earle, Child Life in Colonial Days.
Hart, Base Hospital No. 53.
Irwin, Shame of the Colleges, 3 copies.
Lang, Aucassin and Nicolette.
Latimer, Spain in the 19th Century.
LePlongeon, Sacred Mysteries Among the Mayas.
McClurg, N. L., Next of Kin.
Neihardt, The River and I.
Five Dialogues of Plato on Poetic Inspiration, Everyman's.
Proctor, Great Pyramid.
Ryan, Woman of the Twilight.
Stephens, Insurrections.
Sturgis, American Chambers of Commerce.
Trall, editor, Social England, 12 vols.
Weston ed. Sir Gawain and the Green Knight.
Williams, With Our Army in Flanders.
Wolf, Robert, Creative Spirit in Industry.
Wolf, Robert, Individuality in Industry.

Lowman & Hanford Co., First Ave. and Cherry St.,
Seattle, Wash.

Mark Twain and the Happy Island, 2 copies.
Lives of Twelve Bad Women, Arthur Vincent.
Life of Cecilia Thurston.
History of Civilization, Buckle, ed. by Robertson.
Sketches by a Confederate Soldier in The Confederate Army, Ford, 2 copies.
Maurice Missokowski.
Klondike Stampede.
Locks and Builders Hardware, Towne.
Birds of Washington and Oregon, Lord.
Orthodasia Trip Around the World.
Bill of Divorcement, Dane.
Gentlest Art, Lucas, 2 copies.
Return of Peter Grim.

McDevitt-Wilson's, Inc., 30 Church St., N. Y. C.

Keith, Ancient Types of Man.
Smith, Ancient Egyptians and Their Influence.
Smith, Primitive Man.
Evolution of Man, Pamphlet No. 2216, Smithsonian Institution.
Cabells and their Kin, pub. Alexander Brown.
Works of Morgan Robertson, McClure ed., 9 vols.
Chambliss, W. H., Society as it Really Is.

McDevitt-Wilson's, Inc.—Continued

Chambliss, John E., Lives and Travels of Livingstone and Stanley.
Winter, Shakespeare on the Stage, vol. containing Macbeth.
Organo-Therapy, Harrower and Bowers.
Encyclopedia Britannica, Cambridge ed.
Lewis, Free Art, Harcourt Brace.
Waterloo, Son of the Ages.
Harvard Classics, Alumni ed.

MacGreevey-Sleght-DeGraff Co., 67 Main St.
Batavia, N. Y.

Modern Biology and Theory of Evolution, Wasmann, trans. from the 3rd German ed., edited by A. M. Buchanan, 1910.

John Jos. McVey, 1229 Arch St., Philadelphia, Pa.
60 Messiter Psalter, T. Nelson & Sons.

Macaulay Bros., 1268 Library Ave., Detroit, Mich.
Dictionary of Thought, Edwards, pub. by Dickerson Company of Detroit.

L. S. Matthews & Co., 356½ Olive St., St. Louis, Mo.
Cheyne, Bones and Joints.

Saunders, Hand Atlases, any.

Taussig, Abortion.

Chemical Receipt Books, Dick Chase, and others.

Isaac Mendoza Book Co., 15 Ann St., N. Y. C.

Innes, Schools of Painting.
Bode, Er., Masters Dutch & Flemish Painting.
Muther, Hist. of Modern Painting.
Memoirs of Baron Bunsen, Bunsen, 2 vols.
Scaliger, Le Ematione de Scriptures.

The Methodist Book Concern, 740 Rush St.,
Chicago, Ill.

The Hebrew Feasts, Prof. W. H. Green.

Methodist Book Store, 1705 Arch St., Philadelphia,
Pa.

St. John, New Centy. Bible Series.

Minchen & Boylan, Carroll, Iowa

My Search of the Arabian Horse, Homer Davenport.

William Harvey Miner Co., 3518-20-22 Franklin Ave.
Saint Louis, Mo.

Wharton, Social Life in The Early Republic, 1st edition.

M'Kenny and Hall, Indian Tribes.

Keat's, Letters, Colvin ed.

Lamb, Differential and Integral Calculus.

Neighborhood Book Shop, 435 Park Ave., N. Y.

Salts, Philosophy of Disenchantment.

Salts, Anatomy of Negation.

Hichens, Flames.

Lockart, Fair to See.

Shedd, Lady of Mystery House.

James, Hy, 1st editions.

Symons, Arthur, Poems, 2 vols. (Lane).

Dumas, Comtesse de Charny, vol. III, McKentay,
Stone, M.

New Era Book Store, 939-6th St., San Diego, Cal.
Tan Pile Jim

Newbegin's, San Francisco, California

Melville, Typee.

Melville, Mobie Dick.

Melville, Omoo.

Forbes, California.

Borthwick, Three Years in California.

Colton, Three Years in California.

Hittell, History of California

Odd volumes, 1, 2, 3, or 4 or Hittell.

Marryat, Mountains and Molehills.

Pattie's Narrative.

Ryan's Personal Adventures in California.

Taylor, El Dorado, 2 vols.

Quote on early pamphlets on California and large lithographs or etchings of California.

New Jersey Zinc Co., 160 Front St., New York City
Proceedings of the American Society for Testing
Materials, volume 1.

BOOKS WANTED—Continued

N. Y. Medical Book Co., 231 4th St., Union Hill, N. J.

Oppenheimer, Diseases of the Nervous System.
Court Appeals of the State of N. Y. versus Robert W. Buchanan, 1904.

Cushing, Pituitary Body.
American Journal of Physiology, vol. 55.
American Journal of Obstetrics and Gynecology, vol. 1, October, 1920 to June, 1920.

Abbott, Hygiene of Transmissible Diseases.
Adami & Nicholson, Principles of Pathology, 1911.
Jayne, Mammalian Anatomy, part 1.
Kitt, Text Book of Comparative General Pathology.

Norman, Remington Co., Charles St., Baltimore, Md.

Babbitt, Principles of Light and Color.
Lewis, Efficient Cost Keeping.
Williams, Twilight Hours—a Legacy of Verse.
Goodwin, Sir Christopher.
English Catalogue of Books 1911 to 1915.
Brown, Latin Songs with Music, Putnam.
Benson, Beside Still Waters, Putnam.
June 1917 National Geographic.
Harland, Common Sense in Household, Scribner.
Goethe's Elective Affinities, in English.
De Puy & Travis, Biblical Facts and History.
Washington Mirror, 1st and 2nd weeks of April, 1922.

Tagore-Gitangali, Belpore ed., Macm.

Ernest Dressel North, 4 East 39th St., New York, N. Y.

Adams, Albert Gallatin.
Adams, H., St. Michel and Chartres, 1st ed.
Alcott, Little Women, 2 vols., 1st ed.
Austen, Pride and Prejudice, London, 1813, 3 vols.
Sense and Sensibility, London, 1811, 3 vols.
Barbauld, Hymns in Prose for Children, London, 1781.

Bangs, Lines of Cheer.
Benjamin, Pioneer, Washington, 1907.
Berardi, History of 19th Cent. Binding, Paris, 1895.

97.
Beschke, The Dreadful Sufferings, etc., St. Louis, 1850.

Bode, Franz Hals Berlin, 1914.
The Booke of Secret.
Bouchard, Travels of a Naturalist, Lon., 1894.

Bronte, Jane Eyre, 1st ed.
Brooke, A., First editions.
Brown, Portrait Gallery of Celebrated Am., Hart, 1846.

Bruce, Memoirs of, Dublin, 1783.
Burroughs, Notes on Whitman, N. F., 1867, and all first eds.

Butler, The Once Used Words in Shakespeare, 1886.
Byron, Child Harold, London, 1812-18, 3 vols.
A True and Minute History of James King of Wm., San Fran., 1856.

Catlin, N. A. Indians.
Collins, History of Kentucky, 1874.
Cooper, The Spy, N. Y., 1821, 2 vols.
Dana, Two Years Before the Mast, N. Y., 1840.
David, Life of.

Disturnell, Map de las Estados, etc., N. Y., 1847.
Douglas, Fra Angelica, London, 1902.
Eddy, Science and Health, 1st ed.
Edgeworth, Parent's Assistant, 1st ed.
Emerson, Essays, Boston, 1844, 2nd Series.
Grierson, Bicar Peasant Life, London, 1885.
Goethe, Faust, Parts 1 and 2 in German, Stuttgart, 1808-31.

Gribble, Love Affairs of Lord Byron.
Grolier Club, Curtis, Washington Irving, Woodberry, 100 Famous Grolier Books, Boccaccio Life of Dante.
Hardy, Dynasts, vol. III, 1st ed.
Hearn, Two Years in French West Indies, N. Y., 1890.

Higginson, Concerning All of Us.
Hoskyns, Jardon Valley and Petra.
Irving, Knickerbocker's History of N.Y., 1809, 2 vols.
The Sketch Book, N. Y., 1832, The Alhambra, N. Y., 1832.

Johnson, Pyrates, 1724, 2 vols.
Johnston, Experiences of a 49er, Pittsburgh, 1892.
Lancaster, Historic Va. Homes and Churches, Lipp., 1915.

Ernest Dressel North—Continued

The Lark, vol. 1.
Leeper, Argonauts of 49, South Bend, Ind., 1894.
Lee & Hutchinson, History of Kentucky.
Ford Theatre Play Bill, Lincoln Assassination.
Lincoln, Works, Gettysburg edition.
Littledale, Sheep Hunting in the Pamius, 3 vols.
Longfellow, Evangeline, 1st ed., boards.
Marshall, Kentucky, 1812, vol. 1 only.
Maryvale City Directory, 1853, Hale & Emory's.
Mason, Life of Gilbert Stuart, 1879.
Melville, Mowby Dick.
Mitchell, Life of George Moore.
Mitchell, Hugh Wynne, L. P., 2 vols.
Moreau, Events in the History of N. Y.
Morley, Parnassus on Wheels.
Noyes, Selected Dramas of John Dryden.
Oppenheim, The Hill Man, 1st ed.
Ovid, Metamorphoses, Paris, 1767-71, 4 vols.
Perrot & Chipiez, History of Art in Primitive Greece, 2 vols.

Poe, The Raven and Other Poems, N. Y., 1845.
Bernard, Biog. Geoffroy Tory, Riverside Press, 1909.
Riverside Press, Chaucer Parlemant of Foules.
Sailors Narratives of Voyages Along the N. E. Coast, 1905; Song of Roland.
Robinson, E. A., Capt. Craig, N. Y., 1902; The Man Against the Sky, N. Y., 1916.
Roosevelt, The Wilderness Hunter, L. P.
Report on Beach and Water Lots San Francisco, 1850.

Smith, The Book of the Mormon, Palmyra, 1830.
Stevenson Works, 26 vols., Thistle edn., Poems edited by Hellman, 2 vols., Bibliophile Society.
Strachey, Landmarks in French Literature.
Vincent, A Map of the State of California.
Walpole, Anecdotes of Painting, Lon., 1870-71, 3 vols.
Waugh, Autobiography, Oakland, Pacific Press.
Webster, The Gold Seekers of 49, Manchester.
Whitman, Leaves of Grass, N. Y., 1856, any 1st ed.
Whitney, Life on Circuit with Lincoln, 1892.

Chas. A. O'Connor, 21 Spruce St., New York City
Indian or Colonial Histories of Pa. and N. Y.
Hugh Blair's Sermons, Balt., 1793.

Selectae Profanis.
Anything relative Hospitals, Histories, etc.
Mrs. Southworth, Fortune Seekers.
Ely, Genealogy of Conn.
Connecticut Men in the Revolution.
McGee, History of Ireland, 2 vols.
History of Washington County, N. Y.
History of Cork (City or County), Ireland.
The Blackhalls of that ilk and Barra.
The Great Irish Struggle.
Comstock, History of Philosophy.
The Memorial of the Skene Family.
The Hibernian Knights Entertainment.
Life of the Brothers Shears.
Mrs. Southworth, Ishmael; Self Restraint.

C. C. Parker, 520 West Sixth St., Los Angeles, Cal.
Treasury of Helpful Fumbers, Chadwick.
Unknown Mexico, Lumholtz.
Incas of Peru, Markham.
Degeneration, Nordau, first edition.
Arts and Crafts of India and Ceylon, Coomaraswamy.

Typhoon, Motion Picture edition.
The Milky Way, F. Tennyson Jesse.
Bill Toppers, Andre Castaigne.
Chinese Literature, Giles.
Lives of Famous Indian Chiefs, Wood.
Kela Bai, Chas. Johnston, 2 copies.
Modern Views of Electricity, Lodge.
Recent Development of Physical Science, Whetham.
Life of John Paul Jones, Sherborne.
Girlhood of Queen Elizabeth, Mumby.
Kotto, Lafcadio Hearn.
Orlando Innamorato, Bojardo, English.
Orlando Furioso, Aristo, English.

Paul Pearlman, 1711 G Street N. W., Washington, D. C.

Harvard Classics, vols. 4 and 18, green cloth.
D'Aurevilly, Weird Women, 2 vols.

Pearlman's Book Shop, 933 G Street, N. W., Washington, D. C.

Mather, H. B., Coming Through the Rye.

BOOKS WANTED—Continued

Pearlman's Book Shop—Continued

Paganism, Romanism, Blessings of Open Bible.
Clews, Fifty Years in Wall Street.
Seiss, Miracle In Stone.
Kennedy, Rob of the Bowl.
Kennedy, Horse Shoe Robinson.
Thompson, Conductivity In Gases.
Proceedings International Conference Aerial Navigation.
Hallam, Psychology.
Walter, The Sickle.
Fleming, Tibbins, French-English Dictionary.
Just Something, Author unknown.
Guttman, Manufacture of Explosives.
Judge, A. W., Explosives Industry.
Marshall, Manufacture and Testing of Military Explosives.

Pennsylvania Terminal Book Shop, New York City

Wilson, W., Mere Literature, H. M.
Carnegie, Empire of Business, copy in good condition.
Fleming's How to Study Shakespeare, vol. 1, 3 copies.

Pettis Dry Goods Co., Indianapolis, Indiana

Wallace, Wooing of Malkatoon, 1897 edition, Harper.

N. A. Phemister Co., 42 Broadway, New York City
Papers in Penology, published by the New York State Reformatory, 1895-1900.

Philadelphia Book Co., 17 S. Ninth St., Philadelphia, Pa.

Stumpf, Unaflo Engines.
Douglas, Ostrich Farming in South Africa.
Kassner, Gold Seeking in South America.
Collins, Commercial Electrical Testing.
Page, La Plata, The Argentine Confederation and Paraguay.
Cunningham-Graham, A Vanished Arcadia.
Voyage of Ulrich Schmidt to the River La Plata and Paraguay.

The Charles T. Powner Co., 26 E. Van Buren St., Chicago, Ill.

Catechism of Central Station Gas Engineering in U. S.
Benson, The Osbornes.
Bennett, Literary Taste and How to Form It.
Fayle, The Great Settlement.
James, On Some of Life's Ideals.
Linderman, In the Courts of Memory.
Morgan, Heredity and Environment.
Reuter, The Mulatto in the U. S.
Stopes, Married Love.
Trollope, The Warden. Macnill. Ed.
Melville, Life of Thackeray.
Miles, Poets and Poetry of 19th Century.
Sinclair, Plays of Protest.
Tilden, Care of Children and Mothers.
Davis, Mrs., Jefferson Davis, 2 vols.
Hobhouse, Morals in Evolution.
Cameron, The Burglar.
Mysteries of Soul and Number, Ahmad.
The Secret Progression, The Kaballa of Numbers, Sepharial.

The Charles T. Powner Co., 62 W. Madison St., Chicago, Ill.

Rhoades, Out of Silence or other vols. of Bibliophiles Library, pub. by Lane.

The Charles T. Powner Co., 177 W. Madison St., Chicago, Ill.

Works of Francis Hopkinson, 3 vols., orig. edition.
Dukes, Modern Dramatists.
Lowenthal's Morphy's Games of Chess.
Hinkle, Evolution of Religions.

C. S. Pratt, 149 Sixth Ave., New York City [Cash]

Van Brunt, Greek Lines, (Architecture).
Hayes, Ballads of Ireland.
Dean Swift, Journal to Stella.
Verne Jules, Begums Millions, any ed.
Verne Jules, Kerahan the Inflexible, any ed.
Verne Jules, The Green Ray, any ed.

Pratt Institute Free Library, Brooklyn, N. Y.
Harding, J. D., Lessons on Trees, London, Warné.
Preston & Rounds Co., 98 Westminster St., Providence, R. I.

The Lark, 2 vols., pub. by Doxey.

Princeton University Library, Princeton, N. J.

Griffis, Townsend Harris.
Somers, Valuation of Real Estate for the Purpose of Taxation, pamphlet, 1901.

Putnams, 2 West 45th St., New York City

Parson, Pathology of the Eyes, volume 4.
Diary of Madame D'Arblay.
Henry James, What Mazie Knew.
Champney, Renaissance Chateaux.
Cook, Old Touraine, 2 vols.
Documentary History of New York, vol. 3, O'Callaghan edition.
Documents Relating to Colonial History of New York, volumes 2, 7, and 11.

Bernard Quaritch, Ltd., 11 Grafton St., London, W. 1, England

Goepp, Symphonies and Their Mening, 2 Series.
Goodspeed, Chicago Literary Papyri, 1908.
Greenlinger, Accountancy Problem, vol. 1.
Guiney, Patris, Boston, 1897.
Thomas Stanley.
Hammond, Law of Marine Insurance, 1847.
Handbook of Gastronomy, Bouton. N. York.
Harker, Natural Hist. of Ingenious Rock.
Hawley, Oriental Carpets.
Hazard, How to Select Cows, 1879.
Heine, Scenes in Japan Expedition, 1856.
Holbrook, Ichthyology of S. Carolina.
N. American Herpetology, 5 vols.
Howard, Hymenopterous Parasites of N. American Butterflies.
King, Taxation and Public Expenditure.
American Econ. Assoc. Pub., vol. 3, no. 1.
Geological Soc. Quart. Jnl.
Ferris, Great German Composers.
FitzGerald, Omar, Hanscom.
Franklin, Bi Centenary of 34 Portraits.
Frazer, Bibliotics, or Study of Documents.
Hazard, How to Select Cows, 1879.
Holbrook, N. American Herpetology, 5 vols.
Howell, Flora of N. W. America, 1903.
Jefferson, Writings Ed. Ford, 10 vols., 1893.
Curtis, Memoirs and Writings, 2 vols., 1879.
Report of Director of Mint, Washington, 1914, '15, '17 and '18.
American Economic Ass. Pub., vol. 4, no. 5.
Hall, Aspects of German Culture, 1881.

Queen City Book Co., 43 Court St., Buffalo, N. Y.

Knox Travels of Marco Polo.
Grinnell, American Duck Shooting.
Haggard, Rider, Any.
Jackson, H., Part 1 Shores of Adriatic.
Leffingwell, Art of Wing Shooting.
Mauder, Astronomy of Bible.

Rare Book Co., 99 Nassau St., New York City

Acts and Statutes of Ala., Fla., Ind., La., Texas.
Christian Science Series, vol. 1.
Books and Pamphlets on Texas and Mexico.
Science and Health, by Mrs. Eddy, from the 1st to 50th editions.
Christian Science Series, two volumes.
Christian Science Journals and Sentinels.
Early Pamphlets by Mrs. Eddy.

The Rare Book Shop, 813-17th St., Washington, D. C.

Honeyman, Van Doren Family in Holland and America.
Johnson and Brown, Life of Alexander Stevens.
Schultz, History of Freemasonry in Maryland.

Peter Reilly, 133 N. Thirteenth St., Philadelphia, Pa.

Hopkins, Stage Illusions.

E. R. Robinson, 410 River St., Troy, N. Y.

Autobiography of Wolfe Tone.
History of Labor in All Ages.
Pinkerton, A., The Molly Maguires.

BOOKS WANTED—Continued

E. R. Robinson—Continued

Savage, A Lady in Waiting.
 Gaskell, Compendium of Forms.
 Coke, Sir Edward, Second Institute.
 Thayer, J. B., Legal Essays.
 Burke's Landed Gentry before 1868.
 Howem, Virginia Historical Collection.
 Morse, Dr. Jed. Geography, 1789.
 Hale, Trans-Allegheny Pioneers.
 Page, T. N., The Old Dominion.
 Gordy, Colonial Days.
 Long, Virginia County Names.
 Fontaine, Journal.
 Berger, F., French Varbs.
 Bourke, Capt. J. G., On the Border with Crook.
 Hubbard, E., Therwaldsen.
 Purinton, E. E., Efficiency and Life.
 Purinton, E. E., Triumph of the Man Who Acts.
 Hoffman, Rev. E. A., Eucharistic Week.
 Virginia Historical Reporter.
 William and Mary Quarterly.
 Fithian's Journal.
 Forces, Tracts.
 Civil War Rosters and Draft Lists of Penna., Md., and West Va. Troops.
 Civil War Hospital Killed and Wounded, and Prisoner Reports.
 Doughty, The Cents of the U. S. on Reichenbach, C., Physico-Physiological Researches on the Dynamics, etc.

	V. V. Blue Checker Line	
Chicago	MORE GOOD BOOKS FOR BOYS	V. V. Blue Checker Line
Stanton & Van Vliet Co.	The Boy Mechanic—3 vols. Lincoln's Life, Stories & Speeches Life & Adventures of Buffalo Bill History of the Wild West Story of the Wild West <i>PUBLISHED BY</i>	
	Stanton & Van Vliet Co. Chicago	

H. Taylor Rogers, 57 Haywood St., Asheville, N. C.
 Wheeler's History of North Carolina.

Jack Sacks, 54 East 116th St., New York City
 Old Fogey, James Hunecker.

St. Paul Book & Stationery Co., 55 East Sixth St.,
 St. Paul, Minn.

Synnové Solbakken, Bjornson, Macmillan.
 Bjornson's Novels, 3 volumes, Houghton.

Sather Gate Book Shop, 2307 Telegraph Ave.,
 Berkeley, Cal.

Hazlett, Gleanings from Garden Literature.

Schulte's Book Store, 80 Fourth Ave., New York,
 N. Y.

Abbott, Juno Stories, 4 volumes.
 Abbott, August Stories, 4 volumes.
 Don Quixote, volume 4. Library edition, pub. by
 John Grant in 1908.
 Davidson, Aristotle.
 Graves, Irish Poetry.
 Jespersen, Progress in Language.
 Nightingale, Talks to Pupil Nurses.
 Potter, Duties of Wardens and Vestrymen.

Schulte's Book Store—Continued

Renisch, An American Diplomat in China.
 Sidgwick, Organic Chemistry of Nitrogen.
 Tisdall, Mohammedan Objections to Christianity.
 Walker, Rhyming Dictionary.

Charles Scribner's Sons, Fifth Ave. at 48th St.,
 New York City

Amsterdam, Holland, Telegraaf, Dec. 23, 1913.
 Belgravia Magazine, June 1878; Sept., 1887.
 Bellman, Canada, June 15, 1918.
 Blackwood's Magazine, May, 1911.
 Boston Evening Transcript, Feb. 7, 29; March 7, 14,
 21; Year 1908; April 2, 1913.
 Chimney Corner, N. Y., 1871.
 Church Quarterly Review, April, 1917.
 Cornhill Magazine, March, 1884; Jan., 1886; Sept.,
 1905.
 Corriere della Sera, Milan, Jan. 8, 1914.
 Crisp, W. E., Mystery of Edwin Drood, completed
 1914, Ouseley, 1914.
 Cuming, W. J., Clues to Mystery of Edwin Drood,
 London, 1908.
 Deuter, Le Crime de Jasper, Paris, 1879.
 Dickensian, Aug., 1911; Dec., 1912; April, 1914; Aug-
 ust, 1916; August, 1918; Oct., 1918; Dec., 1918.
 Drood, Dramatized Versions of Edwin Drood, book
 of the Play, Playbills, Programmes, Press Notices.
 Il Secolo, Jan. 10, 1914.
 Irish Quarterly Review, April, 1916.
 John Jasper's Secret, Chimney Corner, N. Y., 1871.
 John Jasper's Secret, With 20 Illustrations, London,
 Publishing Offices, 1872.
 John Jasper's Secret, Peterson, Philadelphia, 1871,
 Fenns, New York, 1901.
 John Jasper's Secret, London, 1871-1872, in original
 parts.
 Kerr, O. C., Mystery of Mr. E. Drood, ed. pub. by
 Ward, Lock and Tyler, paper covers, London, 1870.
 Knowledge, Sept., 1884.
 La Strana fine del Processo Letterario per il ro-
 manzo di Dickens.
 Longman's Magazine, Sept., 1905.
 Morford, H., John Jasper's Secret, In Parts, Phila.,
 1871-72.
 Newell, Cloven Foot, N. Y., 1870.
 N. Y. Evening Post, Oct. 10, 1914, Book Section.
 N. Y. Evening Sun, July 3, 1918.
 Pall Mall Magazine, June, 1906.
 Philadelphia Evening Bulletin, April 30, May 1, 2,
 1914.
 Philadelphia Inquirer, April 30, 1914.
 Philadelphia North American, April 26, 30, 1914.
 Philadelphia Press, April 12, 30, 1914.
 Philadelphia Public Ledger, April 30, May 16, 1914.
 Philadelphia Record, April 19, 30, 1914.
 Sala & Stanley, Speeches, Letters and Sayings of
 Charles Dickens, Harper, 1870.
 Sketch, Jan. 15, 1908.
 Vase, Great Mystery Solved, 3 vols., London, 1878.
 Walters, J. C., Clues to the Mystery of Edwin
 Drood, London, 1905.
 Alabaster, Wheel of the Law.
 Apgar, Landscape Gardening.
 Bailey, Encyclopaedia of Horticulture, 6 vols., Mac.
 Beebe, C. W., Bird: Its Form and Function, Holt.
 Blok, P. J., History of the People of the Nether-
 lands, Putnam, 5 vols.
 Bolton, Famous Types of Womanhood, Crowell, 1892.
 Bradlaw, House of Hanover.
 Bruette, W. A., The Airedale.
 Buck, Mystic Masonry, or the Symbols of Fury.
 Cathay, Ruins of Desert Cathay, Illus. ed., 2 vols.,
 Macmillan.
 Chuang Tzu, Philosophy of Chuang Tzu, trans. by
 Giles, Quaritch, London, 1889.
 Church, Dante, An Essay, London edition of 1878
 only.
 Cobbold, In Innermost Asia.
 Collins, W. W., Cathedral Cities of Italy, Dodd, M.
 Craik, Edwy the Fair, Longmans.
 Craik, Alfgar the Dane, Longmans.
 Craik, Rival Heirs, Longmans.
 Craik, House of Walderne, Longmans.
 Craik, Brian Fitz-Count, Longmans.
 Craven, A., A Sister's Story.
 Crile, Man Adoptive Mechanism, Macmillan.

BOOKS WANTED—Continued

Charles Scribner's Sons—Continued

Crocker, T. C., Christmas Books, 2 vols., illus., 1828-29.
 Davis, C. B., Lodger Overhead.
 de Forest, Indian Architecture.
 Dimock, Book of the Tarpon.
 Dudley, First Council of Nice.
 Dumas, Three Musketeers, 2 vols., Little, Brown, limp leather pocket edition.
 Earle, Old Time Gardens, Macmillan.
 Farjeon, Open Question.
 Fiske, A. K., West Indies, Putnam.
 Forman, Journey's End, Doran.
 Fox-Davies, Complete Heraldry, Dodge Publishing Co.
 Freeman, Life on the Uplands.
 Graham, A., Roman Africa, London, 1902.
 Grimshaw, B. E., When the Red Gods Call, Macaulay Co., 1915.
 Hammond, Colonial Mansions of Maryland and Delaware.
 Harte, Pirate Island.
 Hearn, Japanese Fairy Tales, First Boni & Liveright edition.
 Hearn, Stray Leaves, Houghton Mifflin, first edition only.
 Herford, O., A Child's Primer of Natural History, Scribner.
 Hind, Short History of Engraving.
 Hird, Rosa Bonheur.
 Horrocks, Student's Guide to Art of Teaching Piano-forte.
 Howe, Sunshine and Shadow in Spain.
 Isham, History of American Painting.
 Jarvis, Reminiscences of Glass Making.
 Jekyll, Lilies for English Gardens.
 Keppel, Golden Age of Engraving.
 Krehbiel, Book of Operas, Macmillan, edition of 1909 only.
 Lees, F., Wanderings in Italian Riviera.
 Leopardi's Prose and Verse, English and Foreign Philosophical Library edition only, Bell, London.
 Le Queux, Wm., Rasputin, London, 1917.
 Livingston, L. S., Franklin and His Press at Passy, Grolier Club, 1914.
 Loti, Karahu.
 Lounsberry, Guide to Wild Flowers, Stokes.
 Lyttelton, Life of A. Lyttelton.
 Maxwell, Fortunes of Hector O'Halloran, illus. by Leech, 1841, 1st edition or original parts.
 McCabe, J., Lucrezia Borgia.
 McCurdy, Roses of Paestrum, London.
 McGoodwin, Architectural Shades and Shadows.
 Mencken, Heliogabalus.
 Millard, Days on the Nepigon.
 Monroe, In Viking Land, Page.
 Norris, Cliff Dwellers.
 Olsen, Outlines of Elocution.
 Peer, Cross Country With Horse and Hound.
 Pocock, R., Horses.
 Pullen, H. W., Handbook of Ancient Roman Marbles, London.
 Quiller-Couch, The Ship of Stars.
 Ragg, Dante and His Italy, Putnam, 1907.
 Roberts, St. Catherine of Siena.
 Rothschild, Handbook of Precious Stones, Putnam.
 Rousseau, New Heloise, in English.
 Schoenrich, Santo Domingo, Macmillan.
 Shaw and Robinson, The Sea and Its Story, Funk & Wagnalls.
 Shepherd, Wm. G., The Scar That Tripled.
 Slattery, Dante, Kennedy.
 Stewart, Golden Wedding and Other Stories.
 Stratton, M., Bruges.
 Swete, H. B., Ancient Creeds in Modern Life.
 Sykes, Calif's Last Heritage.
 Thackeray, English Humorists, Smith, Elder Library edition.
 Thackeray, Four Georges, Elder Library edition.
 Thackeray, Henry Esmond, Elder Library edition.
 Thackeray, Vanity Fair, 2 vols., Elder Library ed.
 Tillson, Letters to Her Children.
 Trollope, Two Heroines of Plumpton.
 Trumbull, The Blood Covenant, 3rd edition, Wattles, Philadelphia.
 Vanderpool, E. C. N., Color Problems, Longmans.

Charles Scribner's Sons—Continued

Van Rensselaer, Prophetical, Educational and Playing Cards.
 Waliszewski, The Romance of An Empress.
 Watson, J., History of the West Riding of Yorkshire.
 Wells, J. R., Birth of Tragedy.
 Bell, J. K., Zeebrugge Affair, Doran.

Seattle Public Library, Seattle, Wash.

Automobile, Sept. 5, 1907.
 Bellman, Jan. 1-April 8, 1916.
 Coal Age, Oct. 28, 1911.
 Contracting, 1916.
 Drama, Nov., 1911.
 Fine Arts Jour., July and Dec., 1918.
 Illus. Lond. News, Lond. ed., Feb. 8, 1913, Aug. 8, 1914.
 Motor Age, June 17, 1915.
 Punch, Jan. 15, 1919.
 Quarterly Jour. of Economics, Feb., 1920.
 Railway Age Gazette, Jan., 1914.
 Woodcraft, Jan., 1915.

Charles Sessler, 1314 Walnut St., Philadelphia, Pa.

Mauprat, by George Sand.
 History of Old Kent, by Hamson.
 Early Days of New York, Innis.
 Works of Palladio in English.
 Mlle. Mathilde, by Henry Kingsley.
 Gadshill red cloth edition of:
 Oliver Twist.
 Miscellaneous Papers.
 Edwin Drood.
 Vol. IX of Outward Bound edition of Kipling.
 Vol. XXI, Scribner's Dickens, green cloth.

Shaw Book Shop, 41 Monroe Ave., Grand Rapids, Mich.

Parsell, Roscrucians and Freemasonry.
 G. S. Faber, Mysteries of Cabiri.
 Americanization of Ed. Bok, first edn.
 Pizarro Smith, Our Inheritance in Great Pyramids.
 Frank Shay, 4 Christopher St., New York City
 Peasant Art in Austria and Hungary, any edition.
 Norris, Vandover Brute, any edition.
 Nietzsche, Anti-Christ, any edition.
 Harrigan, The Milligans, any edition.
 Wolf, Street Urchins, any edition.
 Muzonder, Way and the Life, any edition.
 Harris, Man Shakespeare, any edition.
 Symonds, Symbolist Movement, Dutton.
 Audubon Journal, any edition.

John V. Sheehan & Co., 1550 Woodward Ave., Detroit, Mich.

Harper, Colonial Men and Times, published Innes & Co., Philadelphia.
 Irwin, Chinatown Ballads.
 Author's Digest, set.

The Sherwood Co., 24 Beekman St., New York City

Great School of India.
 Thomes, Bushranger.
 Smith, City of New York in Year of Washington Inauguration.
 From Boni-Face to Bank Burglary.
 Schoeffel, Working in Metals.
 Persuasive Peggy.
 Wilcox, Heart of New Thought.
 Hughson, Warfare of the Soul.
 Doyke, Molly McGuire.
 Dody, Black Hills.

S. D. Siler, 930 Canal St., New Orleans, La.

A Visit to Uncle Tom's Cabin in Natchitoches Parish.
 Dimitry, The House in Balfour Street.
 Walker's Geographical Nomenclature of Louisiana.
 Norman's New Orleans and Environs.
 Gatour's Historical Memories.

F. C. Stechert Co., 126 East 28th St., New York City

Footner, Sealed Valley.
 G. E. Stechert & Co., 151 West 25th St., New York City
 Amer. Journal Ophthalmology, vols. 28 to 34.

BOOKS WANTED—Continued**G. E. Stechert & Co.—Continued**

Amer. Journal Roentgenology, vols. 1 to 4.
 Audoux, Marie-Claire, Doran.
 Breasted, Religion and Thought in Ancient Egypt.
 Brooks, Corruption in Amer. Politics, Dodd.
 Burton, Amer. Primitive Music, Moffatt.
 Clerke, History Astronomy; System Stars; Problems Astrophysics.
 Cullum, Biograph. Register U. S. M. A., vols. 1-3.
 Cumont, Astrology and Religion, Putnam.
 Davis, Geographical Essays, Ginn.
 Dowd, Life of L. B. Vance, 1897.
 Encyclopedia Britannica, large edn., 11 edn.
 Federalist, ed. Ford, Holt.
 Jones, Principles of Education, Macm.
 Jorgensen, Mastery of Color, 2 vols.
 Lossing, Civil War, illustr. Brady.
 McCarthy, Lincoln's Plan Reconstruction.
 Modern Hospital, vols. 1 and 2.
 Modern Locomotives.
 Monthly Weather Review, set or run to 1914.
 Ophthalmic Year Book, vols. 3 and 4.
 Porter, Allen Dare and Robt. Diable, Appl.
 Progressive Medicine, 1916 and 1917, complete or odd nos.
 Recent Locomotives.
 Retailer and Advertiser, formerly Brains, any.
 Royce, Hope of Great Community, Conception of God, Religious Insight, Wm. James and other essays.
 Rubenstein, Autobiography, Little, Br.
 St. Beuve, Portraits of Women, Boston.
 Stow, History of Mt. Holyoke Seminary.
 Symonds, Short History Renaissance, Holt.
 Willoughby, Polit. Theories Ancient World, Lgms.

THE DRAKE LINE**BEST-SELLING****ELECTRICAL BOOKS**

Prof. Moreton's "Practical Applied Electricity," "Electric Motors," etc.
Horstmann & Tousley's "Wiring Diagrams," "Armature Winding," "Motion Picture Operation," etc.
 "Wireless Telegraph and Telephone," by Laugh-ter.
 Elementary Electrical Books.
 All in non-technical language.

FREDERICK J. DRAKE & CO., Publishers
 1006 So. Michigan Ave., Chicago

W. K. Stewart Co., 44 East Washington Street,
 Indianapolis, Ind.

Ogg, Old Northwest.
 Smith, Sydney, Works of, 3 vols.
 Lloyd, John, Warwick of the Knobs.
 Stowe, Harriet, and Beecher, Pearl of Orr's Island.
 Taab, John Bannister, Child Verse.

Harry Stone, 137 Fourth Ave., New York City, N. Y.
 Sauter, Honey and Gall.
 Pigeon's Early Indians of the Mississippi Valley.
 Mason's Aboriginal Basketry.
 Chesterfield, Fine Set.
 Drinkwater, Lincoln, first issue.
 New York Manuals, 1, 3, 4.
 Northwestern Magazine, April and May, 1893.

Stratford & Green, 642-44 So. Main St., Los Angeles, Cal.

Froude's Carlisle, 4 parts in 2 vols., pub. Harper.
 Bunker Bean, Wilson.
 Haydon, Riders of the Plains, McClurg.

Students Book Shop, 30 Canal St., New York City
 School books of all kinds wanted. Send us your lists.

The Studio Book Shop, Birmingham, Ala.

Get Rich Quick Wallingford.
 Wallingford in His Prime.
 Wallingford and Blackie Daw.
 The Art of Organ Building, Ardsley, set; state price and condition.

Syracuse University Book Store, 303 University Place, Syracuse, N. Y.

Clute Fern Allies, Stokes.

The Theatre Book Store, 72-76 East First South St., Salt Lake City, Utah.

Book of the Law of the Lord, Strang.
 The Spirit Prevails, Morris.
 Zion's Watchman, pub. in New Zealand.
 The Golden Bough, Fraser.
 Books or Pamphlets on Mormonism.
 Large Atlas to Stephen's Yucatan.
 Theodosia Burr, Parton.

Lewis Thompson, 24 Stone St., New York City

English Notes, Boston Daily Mail Office, 1842.

Thoms & Eron, Inc., 34 Barclay St., New York City

Luetscher's Early Political Machinery in U. S.

Thorburn & Abbott, 113 and 115 Sparks Street, Ottawa, Canada

McLean, Heroes of the Farthest North and South.
 Hyrst, Stories of Polar Adventure.
 Hill, History of Navigation on Great Lakes.
 Muir & McFarlane, Through the MacKenzie Basin.
 Adams, Guide to the Study of Animal Ecology.
 American Year Book, 1919.
 Who's Who, English, 1919.
 Laut, Conquest of the Great Northwest.
 Laut, Canada, The Empire of the North.

M. L. Turtelot, 104 South Warren St., Syracuse, N. Y.

Illustrated Flora of Northeastern U. S., Britton & Brown.

Flora of Southern U. S., Chapman.
 Melville, Mardi, vol. 1 only, 1849.

Otto Ulbrich Co., 386 Main St., Buffalo, N. Y.

Multitude of Counsellors, Larned.
 Sane Sex Life and Sane Sex Living, Long.

The Union League Club, New York City, N. Y.

Wilson, Hist. of the Rise and Fall of the Slave Power in Am., vol. 3.

The United Lutheran Publication House, 437 Fifth Avenue, New York City, N. Y.

Forsythe, Christ on Parnassus.
 Smith (David), Christian Counsel.

University Book Store, 3474 University Ave., Los Angeles, Calif.

S. M. Patten, Economic Basis of Protection, Lippincott.

D. Van Nostrand Co., 8 Warren St., New York

Mulliken's Identification of Pure Organic Compound, volume 3.

A. C. Vroman, 329 E. Colorado St., Pasadena, Cal.
 Joyous Gard, Benson, Putnam, 2 copies.

Walden Book Shop, 307 Plymouth Court, Chicago, Ill.
 Underhill's Solenoids Electro-Magnets and Electro-Magnetic Windings.

John Wanamaker, New York City, N. Y.

Prophet of Berkeley Square by Robert Hichens, 1901.

Romance of Medicine.
 The Golden Butterfly by Walter Besant.
 Knights of the Horseshoe, Caruthers.
 Dorice Pamfeli, by Anthony Trollop.
 Victoria Colonna, by Anthony Trollope.
 Noh Plays, Japanese Translation, by Ezra Pound.
 Out of the Hurley Burley, by Max Adeler, (Charles Heber Clark).

John Wanamaker, Book Dept., Philadelphia, Pa.

Journey Thro' Palestine, Coolidge and Freet.
 Journey in 1795, Twining.
 Murial Painting, Blashfield.

BOOKS WANTED—Continued

- John Wanamaker, Book Dept., Philadelphia, Pa.
 Systems of the Stars, Clerke.
 Bible Text, Maud Richardson.
 Gentlest Art, E. V. Lucas.
 Second Part, E. V. Lucas.
 Through Russia in a Motor Car, by Claude Anet.
 Verse, by Adelaide Crapsey.
 Breathe and Be Well, Howard McAllisters Grove.
 Gilbert the Trapper, Ballentine.
 Hendricks the Hunter, Ballentine.
 Floating Lights of the Goodwin Sands, Ballentine.
 The Healer, Herrick.
 Contemporary Portraits, by Frank Harris, 1st Series.
 North American Birds Eggs, C. A. Reed.
 Success Through Thought Habit, B. Johnson.
 Cleopatra and Her Friends, Weigall.
 Life and Times of Ahknotay, Weigall.
- T. Warburton, 15 Humphrey Street, Cheetham Hill, Manchester, N. England
 Joyce, Portraits of the Artist, first edition, U. S. A.
 French, Early American Silversmiths.
 Growoll, Booktrade Bibliography in U. S. A.
 Any medals relating to Typography (any country).
- Washington Square Book Shop, 27 West 8th St., New York City
 J. Ward, Fresco Painting.
 F. E. L. Watson, 1337 Schofield Building Cleveland, O.
 Croisset, Abridged History of Greek Literature.
 Charles J. Werner, 44 Whitehall St., New York City
 Woodhull Genealogy.
- Wheeler Publishing Co., 317 South Hill St., Los Angeles, Calif.
 Bell, Reminiscences of a Ranger.
 Cutts, Conquest of California and New Mexico.
 Ide, Scraps of California History.
 Pattie's Personal Narrative.
 Robinson, Life in California.
 Tyson, Diary in California.
 Udell, Incidents of Travel in California.
- Whitlock's Book Store, 219 Elm St., New Haven, Ct.
 Ayers, Sourcebook American Church Hist.
 Bacon, Intro. New Testament.
 Baldwin, Digest.
 Brachet, Etymological French Dictionary, 3rd edition or later.
 Boyle, Preliminary Diseases in French or English.
 Bolin, Gynastic Problems.
 Chysostom, Education of Children, Trans. John Evelyn.
 Proceedings of Church Council in Latin or English. Conn. Reports.
- Howard Whitney, 45 East Street, Hartford, Conn.
 Life Histories of N. A. Birds, Bendire, vol. 1, 1892.
 Life Histories of N. A. Diving Birds, Bent, 1919.
 Bog Trotting for Orchids, Niles.
 Synoptical Flora of N. A., The Gamopetalae, Gray, Smithsonian Institution.
 All of above in unused condition.
- J. I. Williams Book Co., 24 Pearl St., Worcester, Mass.
 Problems in Theoretical Mechanics, by Walden, pub. by Dayhton Bell & Co., London.
 Automotive Industries for June 30, 1921.
- C. Witter, 19 South Broadway, St. Louis, Mo.
 Electric Waves, W. S. Franklin.
- Arthur R. Womrath, Inc., 21 West 45th St., New York City
 Lady Roxana.
 Moll Flanders, De Foe.
 Ocean Sleuth.
 Compromises of Life.
 Human Culture and Cure, vols. 5 and 6.
 Mutiny of the Bounty, Dr. Ellis.
 Strange Schemes of Randolph Mason.
 Bridge Engineering, I. C. S. Textbook.
- A. R. Womrath, Inc., 17 East 28th St., New York, N. Y.
 Procter, Other Worlds Than Ours.
 Thompson, Preacher of Cedar Mountain.
 Brown, One Act Plays.
 Vance, Pool of Flame.
 Couch, Roll Call of Honor.
 Delano, Rags.
 Richmond, Round the Corner in Gay Street.
 Hillis, Quest of Jno. Chapman.
 Fraulein Schmidt and Mr. Anstruther.
 Coulevain, American Nobility.
 Dodd, Jefferson Davis.
 Dunbar, Heart of Happy Hollow.
 Noro an African Mongrel.
- Womrath & Peck, Inc., 42 Broadway, New York City
 Brann's Iconolast, 2 vol. ed.
 Daniel Drew, His Book.
 Eaton Birds of New York, vol. 2.
 King Survey, 40th Parallel, Quote set or odd vols.
 Lord's Beacon Lights History.
 Mitchell, Gospel in the Stars.
 Rockefeller or Standard Oil, Anything.
 Stedman & Hutchinson, Lib. Am. Literature, vol. 11 only.
 Van Nostrand, Geographical Survey of Brazil.
- Woodward's Book Stores, 1311 East 57th St., Chicago, Ill.
 Riley, American Philosophy.
- William H. Ziesenitz, 532 Warren St., Hudson, N. Y.
 Papal Monarchy Story, Nation Series.
 Life Without Money.
 Fetter on Freedom, Cecil Shirley.
 Risen Master, Lotham Cambridge.

BOOKS FOR SALE

- A. B. C., care Publishers' Weekly
 Robie, The Art of Love.
 Long, Sane Sex Living.
- Aurand's Book Store, Harrisburg, Pa.
 2000 Magazines, assorted, Popular Mechanics, etc., 2½¢, each, lots of 100 or more.
 1000 bound volumes of Magazines, Harper's and fifty or more others.
 50,000 new, old and rare books. Large lot, cloth bound, Fiction, 10c. a copy.
- Mrs. C. P. Dawley, 965 E. 62nd St., Chicago, Ill.
 Harper's Magazines, vol. 1 to vol. 100, with Index, bound, leather back and corners.
- J. L. Gifford, 45 Academy St., Newark, N. J.
 P. O. Box 434
 Encyclopedia Britannica, handy volume, thin paper, full leather binding, \$65.
 Century Dictionary, one volume, corduroy binding, thin paper, \$11.
- Wm. M. Goodwin, 1406 G St., N. W., Washington, D. C.
 Goodwin, The Christian Science Church. \$1.75 del.
- Moroney's Book World, Cincinnati, O.
 Brann's Iconoclast, 12 vols., \$11.00.
 March's Thesaurus, 34 mor., new, \$9.00.
 \$40.00 New Standard Dict., new, \$19.00.
 Who's Who in America, vols. 4-8, lot \$5.00.
 Sherwin Cody's 100% English Course, \$7.50.
 Want Carload Cash Buyers.
 24 vol. Hamilton Inst. Mod. Business, \$30.00.
- Russell, Lang & Co., Winnipeg, Canada
 Jargen, by Cabell, Aug., 1919, second-hand, good condition. What offers?
- Hergesheimer, Lay Anthony, 1919, new.
 Hergesheimer, Mountain Blood, 1919, new.
 Hergesheimer, Gold and Iron, 1918, new.
 Hergesheimer, Java Head, 1919, new.
 Hergesheimer, Happy End, 1919, new.
 Hergesheimer, Linda Condon, 1919, new.
 Hergesheimer, San Cristobal, 1920, new.
- Special, care Publishers' Weekly
 Ed. by T. R. Smith, Poetica Erotica.
 Robie, The Art of Love.

BOOKS FOR SALE—Continued**Special—Continued**

Long, Sane Sex Living.
 Huneker, Painted Veils.
 Moore, Story Tellers Holiday, Amer. ed.
 Moore, Coming of Gabrielle, Amer. ed.
 Pierre Louÿs, Aphrodite, Amer. ed.
 Moore, Heloise & Aberland, 2 vol. Amer. ed.
 Hergesheimer, Gold and Iron, first edition.
 Moore, Memoirs of My Dead Life, Amer. ed.
 Dreiser, Hand of Potter, (Autographed), first edn.
 Ed. by Lodge, World's Best Classics, 10 vols.
 Hoyt, Cyclopedia of Practical Quotation, Funk & Wagnalls.

Attention, Mr. Bookseller:

We have secured a limited number of sets of the complete works of Ambrose Bierce.

This author's works are well-known to the bookseller and it has been almost impossible to secure sets for the past few years. Dealers have advertised in these columns in their search for them and few have been located.

While they last we offer these sets to the trade at remarkably low prices for this beautiful set of books.

The set is in 12 volumes, handsomely bound in Art Cloth, Board Sides and Paper Label Titles, prices as follows:

ONE SET	\$22.50
FIVE SETS	20.00 per set

THOMS & ERON, Inc.

34 BARCLAY ST., NEW YORK CITY

Young's Book Exchange, 135 West 135th St., New York City

We have a great many pamphlets and letters of prominent personages. Namely, Alexander Dumas, both General and the novelist, Ira Aldridge, the noted actor, also Tousant L'Overture, Phillis Wheatley, Frederick Douglass and a letter written by King George 3rd. All genuine and in good condition. Make offer and considered item will be sent on approval.

BOOK-TRADE OPPORTUNITIES

(Twenty Cents a Line)

POSITIONS OPEN

A DEPARTMENT STORE in New York with a small book section wants a young lady of experience and selling ability to take charge. G. S. S. care Publishers' Weekly.

SALESMAN—To carry well established line of books as side line. Your territory. Book selling experience essential. References and full particulars first letter. Confidential. P. O. Box 767, C. H. Sta., N. Y.

POSITIONS WANTED

YOUNG MAN, experienced in retail book trade, desires to connect with Publishing House. Salesman or any other capacity. Excellent references furnished. C. S. care Publishers' Weekly.

BUSINESS OPPORTUNITIES

BAD BOOK ACCOUNTS collected anywhere. It's all we do. The longer you carry them the more worthless they become. We go to almost unbelievable lengths to collect. Checks are what you want and we get them for you. No charge unless successful. Attorneys Prosecution Service, 37 West 39th St., New York.

HAVE \$5,000 or more to invest in Book and Stationery Business, making annual profits and gross sales \$50,000 or more. Write Chain Bookseller, care Publishers' Weekly.

BUSINESS FOR SALE

RETAIL BOOK BUSINESS, established 22 years, high class in every respect, regular trade and good transient business, sales over \$32,000. Exceptional chance to secure a regular running business. Price reasonable. H. W. Fisher & Co., 207 So. 13th St., Philadelphia.

MANUSCRIPT FOR SALE

BOOK ON RADIO, readable, instructive, comprehensive. Now being completed. Approximately 20,000 words. Illustrations, hookup diagrams, glossary. Attractive cover. Retail 35 or 50 cents. Would like to hear from publishers with large distribution facilities. C. M., care Publishers' Weekly.

SPECIAL NOTICES

AUCTION. Commissions at all book sales executed. Furman, 363 W. 51st St., New York.

REMAINDERS

THE Syndicate Trading Company buys entire remainders, large and small of editions of saleable books. Sample may be submitted at any time of the year. Syndicate Trading Co., Book Department, 2 Walker St., New York. Telephone—Canal 1080.

FINE exclusive line of jobs, remainders and standard sets. Always something new and interesting to show. Catalogue on request. Bigelow, Brown & Co., Inc., 286 Fifth Ave., New York.

WE BUY entire remainders large and small. Let us hear from you. Henry Bee Company, 32 Union Square, New York City. Stuyvesant 4387.

Ku Klux Klan Exposed

All secrets of this Strange Society of blood and death made clear. Explains attitude toward Jews, catholics, negroes and foreign born. A rapid seller! Pictorial cover, 6x9, \$12.50 per hundred. Dealer's sample sent for 15c.

**EZRA A. COOK,
PUBLISHER, Inc.**

26 E. Van Buren St.,
Chicago

"Summer Reading"

This very attractive issue of the PUBLISHERS' WEEKLY will be dated May 27th. It is planned to help the booksellers sell more books and is supplied in quantities to dealers at very low cost. If you have 50, 100 or more good customers on your mailing list send it to them and watch the reaction.

50 copies (with blank space for your rubber stamp)\$4.00

100 copies (with your name and address on cover) 8.00

250 copies17.50

Orders must be in by May 24th to ensure a supply.

THE PUBLISHERS' WEEKLY

ADMIRABLE AMERICANS—I

"It is more important to the country that this message should be delivered to Congress than that I should be re-elected President."—Grover Cleveland.

GROVER CLEVELAND: A Study in Political Courage

BY ROLAND HUGINS

Cloth, \$1.00, postpaid, from

THE ANCHOR-LEE PUBLISHING
COMPANY
400 Seventh St. N. W., Washington, D. C.



Just
Out!

How to Make Things Electrical

Over 400 pages, 4½x7, cloth, \$2.50

With this new guide book anyone, without any previous electrical knowledge, can make all sorts of electrical appliances for pleasure or profit. The book has a popular appeal which may be judged by the section headings:

Simple Electrical Things for the Home
New Applications of Electricity
Kinks for the Practical Electrician
Useful Electrical Devices
Electrical Ideas for Radio Enthusiasts

The section on Radio alone will place this new book among the season's best sellers. Send your order now for an examination copy and display literature.

U. P. C. Book Company, Inc.
243 West 39th Street, New York

Freemasonry

By Captain William Morgan

Fully explains all secret "work" of Masonry including, initiations and ceremonies.

Contains a Key to all degrees, 135 pages, heavy paper cover, size 6x9, excellent paper stock.

\$10.00 per hundred. Dealer's samples, 15c.

EZRA A. COOK,
PUBLISHER, Inc.

26 E. Van Buren St.,
Chicago

The **RADIO GIRLS SERIES**

By Margaret Penrose

Author of "The Dorothy Dale Series," "The Motor Girls Series," Etc. Etc.

Girls have taken to the Radio just as enthusiastically as boys and will welcome this series telling of thrilling exploits, outdoor life and the great part the Radio plays in their adventures and in solving their mysteries.

UP TO THE MINUTE — CORRECT AS TO RADIO DETAILS

THE RADIO GIRLS OF ROSELAWN

Or a Strange Message from the Air

THE RADIO GIRLS ON THE PROGRAM

Or Singing and Reciting at the Sending Station

THE RADIO GIRLS ON STATION ISLAND

Or The Wireless from the Steam Yacht

FIRST VOLUME READY SHORTLY — OTHER TWO SOON AFTER

Send for cuts for your catalogue.

All girls will be greatly interested in this series making easy sales and quick turn-over.

These books retail at the same price as our famous RUTH FIELDING SERIES, BETTY GORDON SERIES and GIRL SCOUT SERIES

12 mo.	Cloth Bound.	Illustrated.	Jacket in Colors.
Price per volume 65 cents.		Usual Discount to the Trade.	

Order At Once From Your Jobber Or Direct From

CUPPLES & LEON COMPANY 443 to 449 Fourth Ave. **NEW YORK**

BOOKS — THE WOMANS PRESS — BOOKS

RED LETTER DAY PLAYS

By MARGARET GETCHELL PARSONS

A collection of short impromptu plays to be given by 'teen age boys and girls including the "Rainy Day Plays," "Jack I' the Green" and "The Potentate of Weatherdom." There are in addition some entirely new plays suitable to special holidays such as May day and Hallowe'en. \$1.35

IT IS TO LAUGH

By EDNA GEISTER

A new book of games and stunts. In it there are games for large groups and small; games for the family; for dinner parties; for church social events; with one whole chapter devoted to out-of-doors and picnic programs. Enough of the principles of leadership are given in each description to make every event accomplish its purpose, to make recreation, re-creation. \$1.25

ICE BREAKERS AND THE ICE BREAKER HERSELF

By EDNA GEISTER

The two books, "Ice Breakers," the helpful little book of games, stunts and party ideas, and "The Ice Breaker Herself," in which Miss Geister outlines her successful recreation methods have been combined for the convenience of recreation leaders into one volume under the above title. \$1.35

FOLK SONGS OF MANY PEOPLES

Compiled by FLORENCE HUDSON BOTSFORD

The songs of the European folk are the great expression of their hates and fears, the joys and sorrows, the romance of the peoples who sing them. During her frequent visits abroad Florence H. Botsford has been gathering these songs. Her book contains the music, the words in the original tongues and translations of these words into English poetry by such artists as Edna St. Vincent Millay, Edgar Lee Masters, Margaret Widdemer. Vol. I contains 145 folk songs of the Baltic, Balkan and Slavic peoples. \$2.75

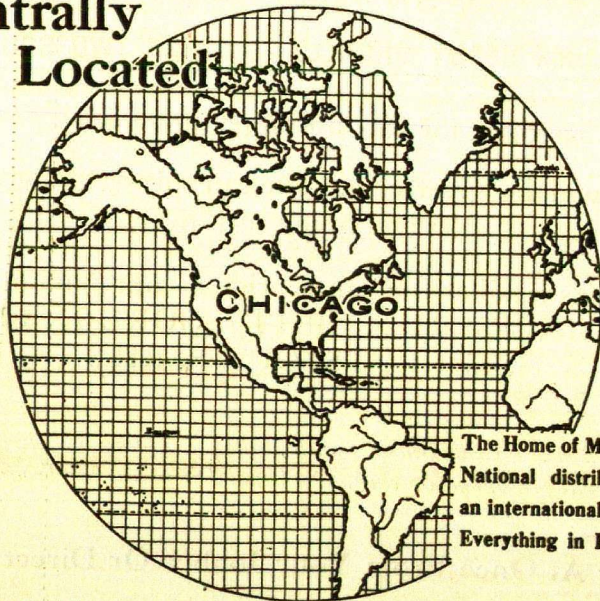
THE WOMANS PRESS

600 Lexington Avenue

New York City



Centrally Located



The Home of McCLURG'S:
National distributors with
an international reputation.
Everything in Books.

Wholesale Book Service To You

From the following

DISTRIBUTING BRANCHES

The American News Company, Inc.
9-11-13-15 Park Place, New York

EASTERN

The Eastern News Company
67-69 Union St., Portland, Maine
The New England News Company
93 to 101 Arch St., Boston, Mass.
The Rhode Island News Company
50½ Weybosset St., Providence, R. I.
The Springfield News Company
25-27 Fort St., Springfield, Mass.

CENTRAL

The Northern News Company
15-17 3rd St., Troy, N. Y.
The Albany News Company
508-510 Broadway, Albany, N. Y.
The Syracuse News Company
236-238 West Washington St., Syracuse, N. Y.
The Rochester News Company
19 to 27 Church St., Rochester, N. Y.
The Buffalo News Company
52 E. Mohawk St., Buffalo, N. Y.
The Central News Company
S. Washington Sq., Phila., Pa.
The Pittsburgh News Company
300-308 Ferry St., Pittsburgh Pa.

SOUTHERN

The Baltimore News Company
227 N. Calvert St., Baltimore, Md.
The Washington News Company
313 Sixth St., N. W., Washington, D. C.
The Georgia News Company
85 Walton St., Atlanta, Ga.
The New Orleans News Company
214 Decatur St., New Orleans, La.
The Texas News Company
710 Main St., Dallas, Texas

WESTERN

The Cleveland News Company
1552 3rd St., N. W., Cleveland, O.
The Cincinnati News Company
127-129 Shillito Pl., Cincinnati, O.
The Detroit News Company
86 W. Larned St., Detroit, Mich.
The Western News Company
21-29 E. Austin Ave., Chicago, Ill.
The Indiana News Company
110 North Senate Ave., Indianapolis, Ind.
The St. Louis News Company, Inc.
1008-1010 Locust St., St. Louis, Mo.
The Minnesota News Company
19-21 W. 3rd St., St. Paul, Minn.
The Omaha News Company
14-17 Davenport St., Omaha, Neb.
The South West News Company
313 E. 16th St., Kansas City, Mo.
The Colorado News Company
1444 Arapahoe St., Denver Colo.
The Utah News Company
39-41 Post Office Place, Salt Lake City, Utah
PACIFIC
The Puget Sound News Company
1931 2nd Ave., Seattle, Wash.
The Oregon News Company
440 Gilson Street, Portland, Ore.
The San Francisco News Company
747 Howard St., San Francisco, Cal.
The Los Angeles News Company
201-203 No. Los Angeles St., Los Angeles, Cal.



ORGANIZED TO SERVE THE TRADE ONLY

A country-wide distribution service is behind every bookseller in America and Canada. Whatever your requirements are this service is available to you.

You can save time and expense, keep your stock up to date, without overloading, by making full use of our nearest distribution point.

Eighty conveniently located distribution points are prepared to care for any of your needs in books, periodicals and stationery.

Our facilities are at the command
of publishers, manufacturers
and dealers everywhere.

THE AMERICAN NEWS COMPANY, Inc.

AND BRANCHES

Publishers' Agents

9-11-13 & 15 Park Place,

New York City

Better Books At the Same Cost

Authors take months and occasionally years in writing their books.

Printers require weeks to typeset, proofread, and print these books.

The binder is frequently called upon to bind the book in three or four days.

Thus the binding, which is to preserve and protect the result of all this effort and expense, is sacrificed for the sake of a few days.

In edition binding a number of operations require time to properly dry and season.

Allow the necessary time to make the book right and the publishers will receive a better book in appearance as well as durability *at no greater cost.*

FOR BETTER BOOKS

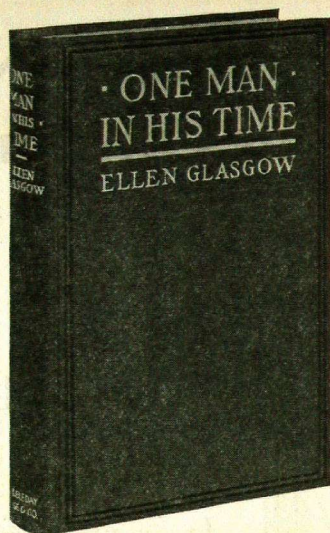
J. J. Little & Ives Company

THE PLANT COMPLETE

Typesetting : Electrotyping : Printing : Binding

425-435 East 24th Street, New York

**ANOTHER
NEW
BOOK**



Published by

**Doubleday,
Page & Co.**

*Publication Date
May 26th*

*Stamped
With*

ALCHEMIC GOLD

**WHY DO PUBLISHERS SPECIFY ALCHEMIC
GOLD ON THEIR BINDING ORDERS?**

Because

ALCHEMIC GOLD is a practical liquid substitute for genuine gold or imitation gold leaf THAT WILL NOT TARNISH, RUB NOR LOSE ITS LUSTRE.

ALCHEMIC GOLD gives wonderful results at a fractional cost of gold stamping and at a much lower cost than any imitation gold leaf.

It can be used to advantage instead of ordinary ink at a very little additional cost.

Waste in production is eliminated, as sizing, laying-on and cleaning-off are not necessary.

Covers are dry and ready to case-in immediately after being stamped.

Patterned cloth covers need not be blanked out when stamped with Alchemic Gold.

Economies are effected at no sacrifice of quality.

Ask your binder to show you sample covers

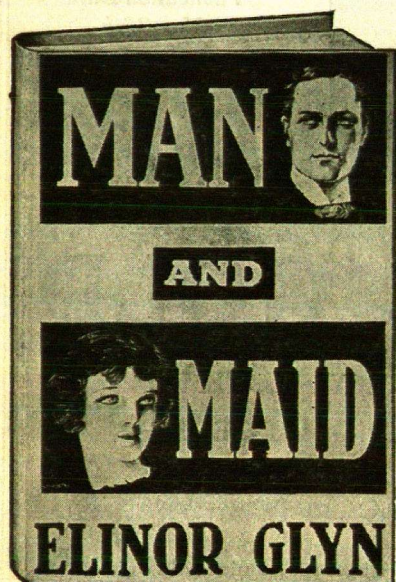
ALCHEMIC GOLD COMPANY, Inc.

406-426 WEST 31st STREET

NEW YORK

Telephone, Watkins 6800

ELINOR GLYN'S New Novel has many sales-producing qual- ities which will bring repeat orders



It is a GLYN story that is different.

It is the kind of Romance that people want.

It may be recommended to the most particular of readers.

It will be talked about.

PRICE \$2.00

Publication Date May 29th.

PUBLICITY: It will be widely advertised—the author's name is known wherever books are read,—it will be commented upon because of Mrs Glyn's new handling of her subject. "The War of the Sexes" always of the greatest interest to most people, has not been better portrayed than in this able romance—it is her most satisfying work, rich in wit and human wisdom. Collateral publicity will be given by two new GLYN photo plays that will shortly be produced.

Note the attractive jacket in full color. We are planning special attention-arresting advertising, circulars, posters and publicity. Order now.

J. B. LIPPINCOTT COMPANY

PHILADELPHIA